

AUTHOR & JOURNALIST

**CURRENT PROSPECTS
FOR THE WRITER**

Midyear Market Guide

A Way to Control Your Reader
BY WILFRED McCORMICK

University Microfilms
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Ann Arbor, Mich.

Handy Market List
of Magazines

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- *The Constant Rebel* was accepted by H. W. Wilson Standard Catalog Series buying guide.
- Chapters from Betty Dean's *Glamourway Reducing Handbook* were sold to *Your Health* magazine.
- *Life of St. Josaphat* is catalogued and sold through The Catholic Book Inventory.
- *That Fabulous Captain Waterman* by David Weir was serialized in a California newspaper.
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HOLLYWOOD CITIZEN:
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AUTHOR & JOURNALIST

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NEWELL E. FOGELBERG, Editor

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JULY, 1959



Graduate Now Full-Time Writer

"Just made my 500th sale!" writes Kelvin Wallace Coventry of Derby, N. Y. "I'm hitting plenty of national magazines and have been full-time free-lancing four years now—all of which was only a dream when I was plugging along in a dead-end factory job."

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Your New Editor and Publisher

WITH this issue Newell E. Fogelberg becomes Editor and Publisher of *Author & Journalist*. The new address of the magazine is 3365 Martin Drive, Boulder, Colo.

After years of experience in writing and editorial work, Mr. Fogelberg founded *Colorado Adventureland*, which he will continue to publish. He is an alumnus of the University of Illinois and



Fogelberg . . . Able, Experienced, Versatile

of Northwestern University (Medill School of Journalism).

Following his family's journalistic tradition, Mr. Fogelberg entered newspaper work and for some years was editor and publisher of the Franklin Park (Ill.) *Journal*. Later he worked on metropolitan newspapers, including the Honolulu *Advertiser*, and during World War II was on the staffs of *Yank*, *Mid-Pacific*, and the *Stars and Stripes*. He also engaged in public relations for large industrial corporations.

In the writing field Mr. Fogelberg has contributed fiction to *Liberty* and other magazines and to newspaper syndicates. He has written and, as an expert photographer, illustrated features for the McGraw-Hill group and other industrial journals. He has had radio experience, both script writing and broadcasting.

Mrs. Fogelberg, who will be associated with him on *A&J*, is also a writer and editor. She is on the staff of *Colorado Adventureland* and has written much fiction, including daily short stories for a Canadian newspaper syndicate.

Thus Mr. and Mrs. Fogelberg have the background and abilities to carry on the tradition of *Author & Journalist* as a magazine of practical help for all writers, from professional to beginner. They will, we are confident, continue to improve *A&J* and increase its prestige.

Mrs. Crawford and I, who have owned and operated *Author & Journalist* since the autumn of 1951, have found a partnership fruitful for the magazine, as we are sure Mr. and Mrs. Fogelberg will find it. Neither of us alone could have contributed all the elements that have combined to make *A&J* what it is. In particular, Mrs. Crawford's business experience, plus her keen literary judgment, has been a major asset.

We will miss our heartening contacts with readers, writers, and advertisers, and their warm co-operation. At the same time we feel deep satisfaction that the magazine is passing into the hands of completely qualified owners. They will make your *Author & Journalist* better than ever. You will like them.

NELSON ANTRIM CRAWFORD

YOUR EDITOR TO YOU

For a period of 44 years, *A&J* has served, and served well, the writers of this country, and other countries also. As the new Editors of *Author and Journalist*, my associate editor (my wife, Jo) and I will attempt to render to the readers of *A&J* the help, condolences, sympathy, and other comforts and assistance valuable to the members of the Fourth Estate. It is with pride and, admittedly, some trepidation, that we follow the high standards set by our dear friend, Nelson Antrim Crawford.

The geographical setting of the editing of *A&J* is amidst some of the most magnificent scenery in the North American continent, Boulder, Colorado. We certainly hope that this will lend inspiration to our work and in turn, we trust that *A&J* will continue to be a source of information and inspiration to you in your work.

NEWELL E. FOGELBERG

The Present Outlook for Writers

THE year 1958 was an edgy time for publishers—and for many writers. With the recession, advertising in magazines declined. A number of publications with limited financial resources folded. So also did some with adequate backing, the owners having concluded their money could be better used elsewhere.

Naturally the situation affected writers, especially those who make their living by contributing to a large number of smaller magazines. Acceptances diminished. Magazines paying on publication held accepted manuscripts much longer than usual before publication. In some cases, though a small minority, authors found it hard to collect for published material.

So far 1959 has been materially better. Advertising has not shown any vast increase—it always follows rather than precedes a return to general business prosperity. Publishers, however, have put various economies into effect—and, luckily for the writer, seldom at his expense. They realize, perhaps more than ever, that the editorial contents of a magazine largely determine its success or failure.

The rest of 1959 promises a gradual increase in publishing prosperity. Writers may count on a steady manuscript market.

It is unlikely that any great number of magazines will fold. Conversely, few new ones will be started—probably none looking for mass circulation. The revival of the *Dial*, described in the June *Author & Journalist*, is heartening to defi-

nately literary writers and readers. It is interesting, and perhaps significant, that it is to be devoted exclusively to fiction. Another new magazine is *Controversy* with its unique plan of publishing one article pro, one con, on every question it tackles.

As for specific types of writing and categories of magazines, here is a rundown on the probable situation for the next six months or so:

Fiction. Market steady, but still below that for fact articles. Smooth (not necessarily "slick") technique demanded. Slightly greater interest in off-beat stories superbly done. Excellent short-stories in demand. Steady though not large demand for one-shots full of thrills. Increasing interest in family fiction and middle-aged characters. Less market for stories strictly about children. Preferred story length about 4,000 words.

Articles. Heavy demand for thoroughly researched articles on subjects of general economic, social, family, or community interest. Reader identification necessary. Illustrative anecdotes and quotations from authorities desired. Third-person or first-person true experience copy popular.

Photographs increasingly a *must*. Growing demand for color transparencies not smaller than 4 x 5.

Fillers. A good steady market. Slightly diminishing market for how-to hints. Fast decreasing market for recipes and other short homemaking copy.

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How To Get Started As A Writer

There are more opportunities in the writing field today than ever before. And getting started is easier than ever before, too . . . If you know literary techniques, markets and the devices of professional authors. Yes, if you like to write you probably have enough talent to become a published author once you've learned how to tailor your material to the requirements of editors.

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Verse. No change. Generally an overstocked market except for light verse with novel approach and highly skilled technique.

Home Service and Women's Magazines. No increase or decrease in the small proportion of fiction. Stories adult in approach and dealing with contemporary family problems in demand. Articles covering broader range than in the past.

Men's Magazines. Still a fluctuating field. New magazines started practically every month; others suspended, usually after brief career. Authors unwise to submit MSS. to new magazines not paying on acceptance.

Men's adventure magazines less subject to change than sex group. In latter a widening gap between the sophisticated, constantly becoming more urban and intellectual, and the sensational. In all men's magazines greater emphasis on articles, less on fiction. Excellent market for brilliant cartoons.

Confession Magazines. Approach increasingly adult, with interest in contemporary everyday problems but sticking to accepted moral codes. Somewhat less interest in fact articles than a year ago.

Fact Detective Magazines. No material change. Market most open to newspaper men and women covering police runs. A little less interest in rehash of older crimes.

Fictional Detective, Science Fiction, Fantasy Magazines. Slowly diminishing market, but with the leaders retaining their top position. In detective fiction less demand for the "blood and guts" story, more for the story with character emphasis. Science fiction magazines increasingly requiring interesting characters, with plausible scientific background. Steady interest in space themes.

Business Magazines, Company Publications. Excellent prospects here, with business now on the upgrade. A better market for the specialist in business writing than for the amateur. Combination of writing and photography essential for steady success.

Juvenile Magazines. For the first time in years, a growing field. New general youth magazines started. Religious juveniles—still the major sector—improving in quality and pay to authors. Facing of current problems a growing requirement in practically all juveniles.

Books. Growing demand for popular non-fiction—self-help, biography, and other categories. Careful planning essential, as described by Monroe Stearns in the April *Author & Journalist*. Fiction less in demand, except books with sure-fire appeal and works of literary distinction. Steady demand for juvenile books, especially for teen-agers—non-fiction or fiction with strong factual background. No demand for books of poetry. Paperbacks growing in popularity; seek reprints and originals promising an easy sale of a quarter million. Growing demand for school textbooks written with understanding of modern psychology and educational theory; workbooks a growing substitute for conventional textbooks.

Television. A practically impossible market for the writing beginner. Difficult but possible for the experienced writer with knowledge of TV technique. Studios relying more and more on writers with whose work they are familiar.

Contests and Awards

The 1960 Harper Prize Novel Contest for 1960 offers \$10,000 for the best novel; \$2,000 outright and \$8,000 as a minimum guarantee of royalties. Manuscripts must contain 30,000 words or more and must be unpublished except that a novel serialized in a magazine is eligible, provided it has not appeared in book form.

Submitted manuscripts will be judged as soon as possible by the Harper editorial board, and those not acceptable will be returned. The rest will be held for consideration by the final judges, novelists Saul Bellow and Eudora Welty and book critic John K. Hutchins.

Closing date, June 1, 1960. No entry form is necessary, but a letter must be enclosed stating that the manuscript is being submitted in the contest. Address: Harper Prize Novel Contest, Harper & Brothers, 49 E. 33rd St., New York 14.

—A&J—

The Westinghouse Science Writing Awards of \$1,000 each are offered for excellence in science writing in the natural sciences and their engineering and technological applications, excluding the field of medicine. One award is for newspaper writing, the other for magazine writing, exclusive of trade journals and professional scientific magazines.

Articles must have appeared in print between October 1, 1958, and September 30, 1959. Deadline for submissions, October 10, 1959.

Obtain entry blanks from the American Association for the Advancement of Science, Westinghouse Science Writing Awards, 1515 Massachusetts Ave., N. W., Washington 5, D. C.

—A&J—

The National Thanksgiving Association has announced a song-writing contest, in which the lyrics must give reasons for patriotic and religious observance of Thanksgiving Day and embody also reasons for displaying the flag on this holiday.

Division A, requiring words and music, offers prizes of \$100, \$50, \$25. Division B, words only, has prizes of \$25, \$15, \$10.

Closing date, October 15. Address Mrs. Florence Jepson, Chairman, Box 14, Spring Lake, Minn.

—A&J—

The Poets' Study Club of Terre Haute, Ind., offers prizes of \$15, \$10, and \$5 in a contest for poems not exceeding 20 lines. This is open to poets everywhere.

A second contest, open only to Indiana poets, is restricted to sonnets, with a single prize of \$5.

Closing date, December 31. Address Miss Mabel Skeen, Contest Chairman, RFD 3, Box 250, Terre Haute, Ind.

—A&J—

Writers quite naturally find themselves impelled to write the sort of things for which there is a demand.

That is not surprising, for they are not only writers, they are also readers and, as such, members of the public subject to the prevalent climate of opinion.—Somerset Maugham in the Saturday Evening Post.

JULY, 1959

To People who want to **WRITE FOR PROFIT** but can't get started

Do you have that constant urge to write for publication but fear that a beginner hasn't a chance? Then listen to a famous editor on this subject:

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A Book Sale a Day...

For many years now, we've set a minimum book-sales requirement for ourselves which, now that we stop to think about it, is an amazingly tough one—and one which we're certain very few other agencies have ever come close to matching. This self-imposed requirement is that we sell *at least one book to a different publisher every working day in each month* (and no fair counting the second or subsequent sales to any publisher to whom we've already sold a book that month.)

We've just been going over our records for the past five years, and are more than a little proud to report that we haven't missed meeting this requirement once in this entire period. By way of example, here is a list of our "one sale to a different publisher every working day" for a typical month:

MON	TUE	WED	THU	FRI
		① TIME OUT OF JOINT by Philip K. Dick To LIPPINCOTT	② THE STAR-MAKERS by Frank Kane To DELL BOOKS	③ JULIUS by Syd Hoff To HARPER AND BROTHERS
⑥ KILL HER NOW by James Savage To AVON BOOKS	⑦ RENDEZVOUS by Steve Frazee To MACMILLAN	⑧ THE TIDE WENT OUT by Charles Eric Maine To BALLANTINE BOOKS	⑨ EAT THE FLAMING IRON by Franklin M. Davis, Jr. To SIMON AND SCHUSTER	⑩ GUNSMOKE by Robert Turner To WHITMAN PUBLISHING COMPANY
⑬ THE NUDISTS by Donald Johnson To DUELL, SLOAN AND PEARCE	⑭ THE HARRY BELAFONTE STORY by Arnold Shaw To PYRAMID BOOKS	⑮ THE CLOWN OF HEMLOCK by Richard Ashby To THE CHILTON COMPANY	⑯ HOW TO DEVELOP A SUPER-POWER BRAIN by Harry Lorayne To FREDERICK FELL	⑰ HOOD-WINKED by Richard S. Prather To GOLD MEDAL BOOKS
⑳ HEART ATTACK by Dr. Eugene B. Mozes To PRENTICE-HALL	㉑ I WANT OUT by Tedd Thomey To ACE BOOKS	㉒ THE FIFTH CALLER by Helen Nielsen To WILLIAM MORROW	㉓ HARD HEARTS ARE FOR CABBAGES by Vil Putnam To CROWN	㉔ THE DELICATE DARLING by Jack Webb To RINEHART
㉗ THE SEA-WALKER by Gordon R. Dickson To THE JOHN C. WINSTON COMPANY	㉘ ACROSS THE SEA OF STARS by Arthur C. Clarke To HARCOURT, BRACE	㉙ YOUR GOVERNMENT JOB by Henry S. Galus To MACRAE, SMITH	㉚ SELECTED STORIES by P. G. Wodehouse To RANDOM HOUSE	㉛ KING'S RANSOM by Ed McBain To POCKET BOOKS, INC.

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THE SUBTLE APPROACH

By WILFRED MCCORMICK

ONE of the best introductions ever accorded me came at a Lions Club luncheon here in my home town.

"In order to get good speakers," the program chairman told the group, "we always try to arrange for them several weeks ahead. But occasionally there comes a time when we're caught short at the last minute. Gentlemen, that's what has happened today—so I rushed out and picked up this guy. He says his name is Wilfred McCormick, which is probably an alias. But anyhow he has agreed to talk to you for 20 minutes in return for his meal."

The best, you say?

Well, maybe not. But certainly one of the most effective.

Unconsciously, in his kidding way, my friend had started me off with a device that we authors have been using a lot in recent years: *Reverse Sympathy*. Never have I looked out over a friendlier set of faces than that day—good ol' Americans with a sense of fair play, they had been shocked into pulling for me.

On the other hand, how many times have we all sat through long, overlavish introductions of a speaker until instinctively we grumble to ourselves: "O. K., big boy, if you're that good, let's see you prove it!"

Now where's the connection in fiction writing?

Former professional baseball player and Army officer, Wilfred McCormick has been a highly successful writer of fiction for years. He is best known for his several series of books for boys. The current series, featuring Rocky McCune, has been contracted for by the movies. In addition to writing, radio work, and lecturing, Mr. McCormick offers courses in the University of New Mexico.

Simply this. Modern readers are getting to be a pretty sophisticated bunch. They don't want to be told—in so many words, at least—whom to like, whom to dislike, who is pretty, who is sarcastic, and so on.

I mean, such as the amateurish "Tom was always fun-loving and inclined to make wisecracks." Rather, today's readers much prefer to form their own conclusions, so we bring Tom into the story actually behaving and speaking in a rollicking manner. They'll not only get the idea; they'll even feel quite smug about it!

Similarly, much better than saying Mary is sarcastic and disagreeable, it's usually better to bring her in and let us listen to her. We'll dislike the wench in a jiffy, you can bet. Otherwise, if we've been baldly advised in advance how we must feel toward her, it's human nature to rebel and as a result perhaps we'd even be pulling for the poor, maligned kid.

Which puts me back to the starting point.

Reverse Sympathy.

This whole thing of subtly molding a reader's opinions, or controlling his likes and dislikes without getting caught at it, is one of the essential ingredients in creating suspense. Today's top authors try to give the casual impression of being reporters, simply telling what happens without favor or prejudice. Yet so subtly is it done that readers uneasily feel the author is taking sides—that secretly, he's backing the wrong guy in his pursuit, say, of the gal.

In other years, the villain was always all black and nobody had any difficulty knowing whom to hiss. Today we frequently read of nice things he's done. But it's so slyly presented that we immediately distrust the so-and-so because we suspect him of having a motive! From that point on, we can't put the book or magazine down until a reading can prove us right.

The device can be worked either way, even to the extremes of hate and love.

What makes us like or dislike people anyhow?

The quickest way, perhaps, to form an aversion to somebody is by his appearance. Let him be overdressed, or maybe carrying a swagger stick, or perhaps he wears a screwball beard, or possibly he hasn't removed his hat. I once knew a horse trader, actually a pretty good guy, who lost an important deal here in the West because he wore white shoes. City slicker! And reversing the locale, a Westerner's flamboyant bow tie and high-heeled boots might cause him to be resented as a crude exhibitionist at certain very proper parties in the East.

But these are exaggerated examples. Let's stick with our theme of subtlety.

Suppose we've been describing a character's appearance in a highly favorable manner. He's positively impeccable. Then suppose we mention that this finely groomed "gentleman" has little tufts of hair growing out of his nostrils. Not much, but it needn't be. Ugh! The reader grows tense, actually horrified lest some dainty heroine murmur a sweet "I do" to such a monster.

Or let's reverse the appearance angle.

Here's a guy wearing clothes of cheap material. It even looks as though they may have been patched in a place or two, yet they're clean, and obviously the man has pressed them himself. At this point, a reader probably hasn't taken sides. He can still be swayed either way. But suppose—apparently—we want the reader to look down on this character and we have inserted a sly word that tends to belittle him. Instantly the reader, even a snob, will be resentful and rush inwardly to the poor guy's defense.

Little manipulations like this, at the hands of a skilled author, can really project the reader himself into a story. And here we've touched on a second major reason why we like somebody: *Sympathy*.

We like him because he's an underdog, and we're going to be pulling for him no matter how the other characters—or the author himself, for that matter—try with their superior equipment, or looks, or money—or typewriter!—to make us shift our loyalty to somebody else.

Another important way to mold a reader's attitude toward a character is by that character's *Action*.

He may have passed the tests of both appearance and sympathy. Then impatiently he kicks a dog. Or spits! Or takes advantage of somebody under the guise of "good business," when actually it's a matter of bad ethics. Any of these will do the trick in a hurry.

Our reader, despite all the superficial efforts on our part to build up such a character, will be hoping he falls and breaks his damned neck. Which, actually, is the way we want him to feel. We don't like the punk either! But if we had come right out and said so in the beginning, the modern skeptical reader wouldn't have taken our word for it. Instead, he'd probably have gone the other way, forming a prejudiced opinion in favor of the character. That would later have resulted in a confused reception of our story.

So, for his own good, we have manipulated the reader in reverse. Now he'll get the proper impact, really enjoy the story—and never be the wiser!

A fourth criterion by which we often judge people in both real life and in fiction, is their dialogue. How they talk. Do they affect an accent? Do they "grandstand" with lofty words that seem to be intentionally aimed over our heads? Do they use filthy expressions that are otherwise out-of-character?

Any of these traits in dialogue, slyly inserted by an author, can turn his readers against the character in a jiffy. Yet, like the others, they can be applied in reverse, too—a seeming villain can be given dialogue that gradually convinces us he is truthful and sincere.

This dialogue tool, incidentally, can be used to stamp characterization in other ways.

I remember a luncheon date a few years ago when a lady writer attempted to chide my friend Bennett Foster because she'd found one of his characters in a *Post* story use a cliché.

"Of course, you did!" he snorted. "I had that dull, colorless fellow talk that way on purpose—he was that kind of a character."

Bennett had a real point there. Until it is called to their attention, amateur fictioneers invariably have all characters talk pretty much the same. The knack comes later to have them talk naturally—like people.

Probably, now that I'm started, I should mention one more important device in shaping attitudes toward a character: *Motivation*. Why did he do, or say, such a thing which just wasn't like him at all? What could have been behind it?

Grief, revenge, loyalty, love—most any of the basic human emotions can help us to understand somebody's behavior, and perhaps make us more tolerant of them for it. They did something "because of," and somehow when we know about it we can't blame them quite so much. So if it is absolutely necessary for an otherwise fine character to commit some unworthy deed or blurt out some rash, unfortunate words, it is usually best to give him a motive, something that can draw at least partial sympathy from the reader.

In all of these, however—*Appearance*, *Sympathy*, *Action*, *Dialogue*, *Motivation*—it should be kept in mind that they are like powerful spices in cooking. Easily overdone, only a deft touch here and there is sufficient. And as the story moves along, the character himself should remain reasonably consistent. Particularly in the shorter lengths, there usually isn't time enough for a major personality transition. It takes time, as well as wordage, to make a radical change convincing.

Another suggestion I would make is that it isn't necessary to apply these devices to all characters. Only the key ones, usually. If too much detail or attention is given to minor characters, it can detract from the forward progress of the story itself. Of course, I'm speaking now in generalizations—each individual story will naturally have its own needs and problems.

However, when an author has learned how to handle his readers by subtly making them like and dislike his fictional characters at will, he's come a long way toward the Big Time. Plotting and atmosphere and construction and most of the rest can be taken in stride, because stories are about people. The readers must be interested in these people of ours. Only then will they want to read about them—to suffer when they suffer, and rejoice when they have won.

Last-Minute News from Editors

The *Beachcomber Magazine*, RFD 2, Box 199, Whitehall, Mich., is a new monthly slanted toward boating and adventures near the water. It is in the market for both fact and fiction; manuscripts may be accompanied by black and white photographs or artists' sketches.

Tom Nielsen, publisher, promises prompt reports, offering payment on acceptance.

—A&J—

Wanted: Holiday Material

Catholic Home Journal, 220 37th St., Pittsburgh 1, Pa., is looking for material for Thanksgiving and Christmas issues.

The articles must appeal to women, first of all, though the whole family may be included. The articles may treat of the everyday life of successful families; difficulties solved in the family; vacations together; child care; religion in the home; recreation; health; practical projects, such as teaching the children sewing, cooking, etc.

"No preaching, please," adds the Rev. Bonaventure Stefun, the editor. "We do that pretty well ourselves."

—A&J—

The *Workbench*, 543 Westport Road, Kansas City 11, Mo., is in particular need of good illustrated articles on home repair, remodeling, improvement, and maintenance. The magazine is pretty well stocked with copy on home workshop projects.

—A&J—

Quixote, Box 536, Cornwall-on-Hudson, N. Y., continues to seek definitely creative writing, both stories and poetry. There is no payment. Jean Rikhoff is editor. Reports on MSS. may be delayed because the editor is now sojourning in Spain.

—A&J—

Nelson Antrim Crawford, who with this issue turns over the editorship of *Author & Journalist* to Newell E. Fogelberg, continues in the editorial field as writing adviser in the Menninger School of Psychiatry at Topeka. He will also engage in writing.

COMING IN AUGUST

If you've written a book or plan to write one, you will want the Annual List of Book Publishers in the August *Author & Journalist*. Publishers in all fields will be included.

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Page 8 This Month

THE HANDY MARKET LIST

TWICE each year—in January and in July—*Author & Journalist* publishes the Handy Market List. Always it is a reliable, comprehensive list of magazines offering opportunities to freelancers in general.

General Magazines in the list are divided into two groups, A and B. This is in no sense a division on the basis of quality. The magazines in Group A offer a more extensive market to the average writer. The magazines in Group B tend to be more specialized in their requirements.

For most magazines in the Handy Market List the frequency and the single copy price are shown; as (M-25), monthly 25 cents a copy.

Rates of pay are indicated per manuscript or per word. *Acc.* means payment on acceptance; *Pub.*, payment on publication.

General Magazines—A

America, 329 W. 108th St., New York. (W-15) Articles on current social, cultural, and political questions, rural problems, with some emphasis on moral principles, 1,700 or 2,700; short modern verse. Rev. Thurston N. Davis, S.J., Editor. 1½c. *Acc.*

American Legion Magazine, 720 Fifth Ave., New York 19. (M) No fiction. Query on articles. Good light verse—4, 8, or 12 lines. Anecdotes to Part-Keeley, Editor. Address verse and anecdotes to Parting Shots Editor. High rates, verse \$2.50 a line. *Acc.*

American Weekly, 575 Lexington Ave., New York 22. Sunday magazine distributed with Hearst and other newspapers. Features with photos, best lengths 900 and 1,500. Uses mostly non-fiction. C. C. Renshaw, Jr., Story Editor. Excellent rates. *Acc.*

The Atlantic Monthly, 8 Arlington St., Boston 16, Mass. (M-60) Short stories 1,500-5,000; serials about 40,000. Essays 1,500-3,500. Articles 1,500-6,000; short humorous articles, longer articles on art, music, literary criticism, current affairs, biography, finance, business. Serious and light poetry. Edward Weeks, Editor. Prose varying rates, verse \$1 a line. *Acc.*

The Catholic Digest, 44 E. 53rd St., New York 22. (M-35) Mostly reprint but always in the market for a number of authoritative original articles 2,000-2,500, preferably but not necessarily with a Catholic angle. Especially interested in sectional material with a Catholic angle. Also seven departments for original short stuff. Photo stories. Transparencies for cover use. No fiction, verse, or cartoons. Address John McCarthy, Executive Director. \$200 up for original article, \$150 for picture story or cover photo, short stuff to \$25. *Acc.* Query.

The Catholic World, 180 Varick St., New York 14. (M-50) General fiction of high quality to 3,000. Articles on current problems reflecting contemporary Catholic viewpoint in national and international affairs, literature, science, education, etc. Short verse. Rev. John B. Sheerin, C.S.P., Editor. About \$7 a page. *Pub.*

Columbia, P. O. Drawer 1670, New Haven, Conn. (M-10) Short stories 2,500. Articles on science, history, religion, sport, business; articles of general current interest or special Catholic interest. Query on articles. Short verse. Photos only with articles. John Donahue, Editor. \$75-\$200 a story or article. \$10-\$15 a poem. Higher rates for especially desirable material. *Acc.*

Commentary, 34 W. 33rd St., New York 1. (M-50) Political, sociological, literary articles of Jewish and general interest, highest intellectual level. Short stories of distinguished literary quality, 2,500-4,000. 3c. *Acc.*

The Commonweal, 386 Fourth Ave., New York 16.

(W-25) Edited by Catholic laymen. Timely articles on literature, art, public affairs, to 3,000. Edw. S. Skilling, Editor. 2c. *Acc.*

Coronet, 488 Madison Ave., New York 22. (M-35) Uses factual anecdote-packed articles under 3,000; photos; fillers; one-pagers; humorous anecdotes. No fiction or poetry. Lewis W. Gillenson, Editor. Good rates. *Acc.* Fillers, *pub.*

Cosmopolitan Magazine, 57th St., at Eighth Ave., New York 19. (M-35) Short-stories 2,000-2,500; short stories 5,000; murder mystery or suspense novel-ettes 20,000. Articles: personality, thought-provoking, current affairs, psychological, medical. Photos. No verse. No cartoons for the present. Robert C. Atherton, Editor. Top rates. *Acc.* Query.

The Dial, 461 Fourth Ave., New York 16. (Q) Stories of high literary quality, any length; no taboos. Translations acceptable. No fiction in popular magazine categories. James H. Silberman, Editor. \$100-\$150.

Dodge News Magazine, Prince & Co., 5435 W. Fort St., Detroit, Mich. Travel, travel-connected personality articles to 1,200 words. Pictures must accompany MSS.—black and white, color transparencies. B. T. Salisbury, Editor. Top rates. *Acc.* Query.

Ebony, 1820 S. Michigan Ave., Chicago 16. (M-30) Provocative picture stories on Negro life, preferably success and achievement. No fiction, essays, or verse. Articles \$75 up. Story units of at least 10 pictures, \$75 up. *Acc.*

Extension, 1307 S. Wabash Ave., Chicago 5. (M-40) Short stories, 1,000-5,000; romance, adventure, detective, humorous; six-installment serials, 5,000 an installment; short shorts; articles; picture stories; cartoons. Eileen O'Hayer, Editor. Good rates. *Acc.*

Family Weekly Magazine, 60 E. 56th St., New York 22. (W-supplement to newspapers in over 180 cities) Articles 1,400-2,000. Short humor. Short-short fiction. Human interest appeal to entire family. Ernest V. Heyn, Editor-in-Chief. Strong lead articles \$250 up. Good rates for all material. *Acc.* Query.

Field & Stream, 530 Fifth Ave., New York 36. (M-35) Illustrated camping, fishing, hunting articles, 1,500-3,000. Hugh Grey, Editor. 10c up. *Acc.*

Ford Times, Ford Motor Co., The American Road, Dearborn, Mich. (M) Articles of 1,200 or less on exceptional and little-known travel and recreational opportunities for motorists. Brief picture stories depend on submission of top-quality color transparencies 4 x 5 or larger. 10c. *Acc.*

Friends Magazine, Chevrolet Motor Division, General Motors Corporation, 3-135 General Motors Bldg., Detroit 2, Mich. An all-picture magazine seeking photographs which tell a factual story; accompanying text may be in memorandum form. Frank Kepler, Editor. Two-page spread black and white \$200, color \$300. *Acc.* Query.

Harper's Magazine, 49 E. 33rd St., New York 16. (M-50) Timely articles for intelligent readers; short stories; humor; fillers; verse. John Fischer, Editor. Good rates. *Acc.*

Holiday, Independence Square, Philadelphia 5, Pa. (M-50) Quality articles, well-illustrated, on places and people in sections of United States and foreign countries, 1,500-5,000. Ted Patrick, Editor. First-class rates. *Acc.*

Hue, 1820 S. Michigan Ave., Chicago 16. (M-15) Short features on Negro life and activities. Photos. No fiction or verse. John H. Johnson, Editor. Rates according to importance of material; photos \$5-\$10. *Acc.*

Jet, 1820 S. Michigan Ave., Chicago 16. (M-20) News items and short features on Negro life and activities. Photographs. John H. Johnson, Editor. Good rates, varying with length and importance of story; pictures \$5-\$10. *Acc.*

Journal of Lifetime Living, 1625 Bay Road, Miami Beach, Fla. (M-35) Articles slanted toward the mature reader—45 and older. Practical advice on how to approach and solve problems which face seniors—retirement, preretirement, marriage, adult children, jobs, etc. Average length 800-1,000. Leonard M. Leonard, Editor. Excellent rates. Acc. Query.

The Kiwanis Magazine, 520 N. Michigan Ave., Chicago. (M) Articles, strongly analytical, on national and community problems to 3,000. Some very short fiction. Especially needs humor, particularly light satire. Essays. Picture stories—camera studies of varying subjects, artistically rendered. Richard E. Grosswiller, Associate Editor. \$75-\$250, depending on quality and current needs. Acc.

The Lamp, Franciscan Friars of the Atonement, Peekskill, N. Y. (M) Fiction of quality to 2,000; non-fiction of interest to Roman Catholics. Rev. Ralph Thomas, S.A., Editor. 2½c. Acc.

Liberty, 73 Richmond Street West, Toronto, Ont., Canada. Not in the market for any fiction for the time being. Articles: 2,000-word confessional type, first-person as-told-to form preferred, dealing with medical, marriage, and sex self-improvement themes and with definite Canadian locale or angle. Send a letter or brief outline in advance. Frank Rasky, Editor. Articles \$100-\$300. Acc.

Life Magazine, Time & Life Bldg., Rockefeller Center, New York 20. (W-19) Address Contributions Department. Black and white news pictures; Saturday issue closing deadline. Timely or unusual short picture stories. Offbeat, "stopper," single pictures. Single color shots or short series highlighting news subjects. Color may be submitted unprocessed and will be so returned if of no interest. Minimum size of color transparencies 35 mm. Black and white \$200 a page, inside color \$350 a page, color covers \$600. Pub.

The Lion, 209 N. Michigan Ave., Chicago 1. (M-15) Published by Lions International. All-male audience interested in adventure, sports, self-improvement, health, travel, community development, business side. Articles 1,200-1,750. Photo stories. Cartoons. No fiction, poetry, or fillers. Reports in one week. John H. Vogt, Editor-in-Chief; address material to John Read Karel, Senior Editor. 10c maximum, photos \$10, cover color transparencies \$100, photo stories \$100, cartoons \$15. Acc. except on photos.

Look, 488 Madison Ave., New York 22. (Bi-W-15) Articles and pictures of broad general interest particularly about people and their problems. No fiction. Wm. Arthur, Managing Editor. Good rates. Acc.

Maclean's, 481 University Ave., Toronto 2, Canada. (Bi-W-15) Articles on science, business, crime, politics, international affairs, health, entertainment, etc. 3,000-5,000. Canadian approach almost essential. Strong women's interest features with Canadian slant and some male appeal. Humor, 50-3,500. Quizzes, light verse. No short stories at present.

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Query on articles. Ralph Allen, Editor; Leslie F. Hannan, Managing Editor. Articles from \$300, often higher; verse \$5-\$15 a poem. Acc.

Mayfair, Suite 220, 1255 University St., Montreal, Canada. (M-25) Articles and photographs on personalities, theater, entertainment, good living, food, travel, art, architecture, men's and women's fashions, humor. Some sophisticated fiction and poetry. Leonard L. Knott, Editor. Length of contributions 500-2,000. 3c. Acc. U. S. contributors should query because of specialized nature of magazine.

Mechanix Illustrated, 67 W. 44th St., New York 36. (M-25) Feature articles about mechanical and scientific developments, inventions, etc. Especially interested in success stories of small businessmen with an unusual consumer item or service. How-to articles about projects readers can build. Photos. William L. Parker, Editor. To \$400 an article, pictures average of \$10. Acc.

The National Jewish Monthly, 1640 Rhode Island Ave., N.W., Washington, D. C. (M-15) Short stories, articles, essays, Jewish interest, 1,000-2,000. Seeks fact and fiction with contemporary American Jewish background, and dealing with real problems of today. Edward E. Grusd, Editor. 2c-5c. Acc.

National Geographic Magazine, 16th and M Sts., N.W., Washington 6, D.C. (M-60) Official journal National Geographic Society. Articles on travel, geographic and natural science subjects 2,000-8,000, first-person narrative style preferred; color and black and white photographs. Melville Bell Grosvenor, Editor. Articles \$800 up, color transparencies minimum \$50 singly, \$600-\$800 (more in exceptional cases) for enough to make 8-page series, black and white photos \$10 up. Acc.

National Motorist, 216 Pine St., San Francisco 4, Calif. (Bi-M-25) Articles of 600 and of 1,200 words on anything that would be of interest to the average motorist who lives in California and does most of his motoring on the Pacific Slope. Articles on the car, roads, interesting people and places in the West or in the history of the West, hunting, fishing, outdoor life, animals. Black and white photos for illustration. Jim Donaldson, Editor. 8c, photos \$5-\$8. Acc.

Natural History Magazine, 79th St., and Central Park W., New York 24. (10 issues yearly) Photo series, preferably black and white, in biological sciences, geology, astronomy, ethnology, archeology, etc. Text to 4,000—preferably by scientists concerned. John Purcell, Editor. To \$50 a page for black and white photographs, \$75 for color. Text payment by length. Acc.

The New Yorker, 25 W. 43rd St., New York 36. (W-15) Short stories and humor 400 to 4,000; factual and biographical material to 6,000; cartoons, cartoon ideas, light verse. Good rates. Acc.

The New York Times Magazine, Times Square, New York 36. (W) Articles 1,200-3,000, based on the news, topics relating to economics, politics, international affairs, sports, nature, science, education, the arts, and women's interests. Short articles 400-1,000. Light, topical verse. Lester Markel, Sunday Editor. \$300 for full-length article, verse \$2 a line. Acc.

Outdoor Life, 355 Lexington Ave., New York 17. (M-35) Profusely illustrated articles to 5,000 on dramatic, humorous, and adventurous phases of fishing, hunting, etc. Both black and white and color photos. News articles to 3,000 of topical interest to sportsmen. How-to articles on outdoor activities. Odd adventures and exciting personal experiences in the outdoors. Accounts 500-1,000 of true personal experiences exciting or dangerous, for retelling in cartoon-strip form. Photo stories. William E. Rae, Editor. Top rates in the field. Acc.

Pageant, 535 Fifth Ave., New York 17. (M-35) General articles and profiles. Key words are "liveliness" and "timeliness." Howard Cohn, Articles Editor. To \$400. Acc. Query always, for material is on assignment only.

Parade, 285 Madison Ave., New York 17. (W-Sunday newspaper supplement.) Picture and text articles of strong family interest with reader identification. Should have current flavor and be "on the news" if possible. No fiction, poetry or cartoons. Jess Gorkin, Editor. Good rates. Acc.

Popular Mechanics, 200 E. Ontario St., Chicago 11. (M-35) Illustrated articles on scientific, mechanical, industrial discoveries, exploration and adventure elements, 300-1,500; fillers to 250. Photos should stress the mechanical and contain some human interest. How-to-do-it articles on craft and shop work, with photos and rough drawings; short items about new and easier ways to do everyday tasks. Roderick M. Grant, Editor. Features \$100-\$1,000, photo with caption \$10. Acc.

Popular Science Monthly, 355 Lexington Ave., New York 17. (M-35) Features dealing with motor cars, aviation, home improvements, tool techniques, home workshop projects, and similar subjects. How-to articles for men with an interest in science and mechanics. Short material for various departments. Photo layouts. Nearly all material must be highly illustrated. Howard Alloway, Editor. Acc.

Railroad Magazine, 205 E. 42nd St., New York 17. (Bi-M-50) Dramatic railroad articles, 2,000-3,000, U. S. or Canada locale, combining preferably modern lead, a little excitement, colorful writing, technical information with or without photos. No fiction, poems, reminiscences, cartoons, miscellaneous photos, or fillers. Freeman Hubbard, Editor. 5c. Acc. Query; include qualifications for handling subject; all queries answered on day of receipt.

The Reader's Digest, Pleasantville, N. Y. (M-25) The editors are receptive to ideas for fresh and compelling articles of lasting interest. Rates \$1,500 up. Pays \$2,500 for personal-experience articles of not more than 2,500 words. They must be true and hitherto unpublished narratives of personal experience in some specialized walk of life, and must be especially revelatory of human nature. \$2,500 rate applies also to "My Most Unforgettable Character" and "Drama in Real Life" categories. Address contributions to First Person Editor. Shorter contributions are wanted for "Man's Best Friend," and stories under 300 words for "Humor in Uniform" and "Life in These United States," at the rate of \$100 for each. The material must be previously unpublished. Ten dollars is paid for accepted Picturesque Speech items, and a minimum of \$10 for accepted excerpt material. These may be original or picked up from other sources. All payments made two weeks before publication. Items intended for a particular feature should be addressed to that feature. Brief contributions cannot be acknowledged or returned. Current issues carry information about requirements for departments that are soliciting material. DeWitt Wallace and Lila Acheson Wallace, Editors.

Redbook, 230 Park Ave., New York 17. (M-35) Short stories, short shorts, 40,000-word novels, feature articles, domestic and social problems, emotional slant to men and women. A continuing need for lead articles—important exposés or significant personal documents. The criterion, in either case, is: how useful or exciting or entertaining or inspirational is the article to young adults? Fillers, humorous verse. Robert Stein, Editor; John B. Danby, Executive Editor; Lilian Kastendike, Fiction Editor; Barbara Lawrence, Articles Editor. First-class rates. Acc.

The Rotarian, 1600 Ridge Ave., Evanston, Ill. (M-25) Authoritative articles on business and industry, social and economic problems, travel sketches, humor, essays 1,500-2,000. Karl K. Krueger, Editor. First-class rates. Acc. Overstocked.

St. Anthony Messenger, 1615 Republic St., Cincinnati 10, Ohio. (M-35) Catholic family magazine. Human-interest features on prominent Catholic achievements and individuals; articles on current events, especially when having Catholic significance, 2,000-2,500; short stories on modern themes slanted

for mature audiences, 2,000-2,500; seasonal stories. Extra payment for photos retained. Occasional poetry on inspirational, religious, romantic, humorous, and nature themes. Rev. Victor Drees, O.F.M., Editor. 3c up. Acc.

The Saturday Evening Post, Independence Square, Philadelphia 5, Pa. (W-15) Articles on timely topics 2,000-5,000. Short stories 2,500-6,000; novelettes 10,000-12,000; serials 25,000-60,000. Lyric and humorous verse to 16 lines, the shorter the better. Skits. Cartoons. Ben Hibbs, Editor. First-class rates. Acc. Query on articles.

Science and Mechanics, 450 E. Ohio St., Chicago 11. (Bi-M-25) This Curtis subsidiary works via query and assignment. Uses feature stories dealing with new developments in science, industry, home furnishings and appliances, and workshop equipment—whenever the subject matter can be related to the self-interest of the general consumer audience. How-to-do-it construction and servicing projects, covering home maintenance and remodeling, car servicing, radio and TV projects, boating, and workshop kinks. Heavy emphasis on drawings or illustrations which actually show the reader "how," and complete materials list with sources of supply on built projects. Magazine works at least 4 months ahead of issue date. Don Dinwiddie, Editor. Good rates. Acc.

Science Digest, 200 E. Ontario St., Chicago 11. (M-35) Popular articles on all fields of science to 2,000. G. B. Clementson, Editor. 5c. Acc.

Sport, 205 E. 42nd St., New York 17. (M-25) Personality and behind-the-scenes features; controversial subjects of interest to sport fans. Baseball and boxing the year around. Other sports in season. Articles 2,500-9,000. Ed. Fitzgerald, Editor. \$200-\$500 depending on length. Briefs for SPORtalk department \$5-\$10. Acc.

Sports Afield, 959 Eighth Ave., New York 19. (M-35) Some outdoor fiction, to 3,000, related to field sports; picture stories, articles, how-to-do-it features to 2,500; fillers. Ted Kesting, Editor. Acc.

Sports Illustrated, Time & Life Bldg., 9 Rockefeller Plaza, New York 20. (W-25) Articles 2,000-5,000—personality, controversy, unusual subjects, all relating to sports (both participant and spectator). \$750 up. Acc. Query Andrew Crichton.

Star Weekly Magazine, 80 King St., W., Toronto, Ont., Canada. (W-10) Timely articles on attention-getting subjects—controversial, thought-provoking, newsworthy or you-appeal and written in popular easy-to-read style. Emphasis is on color, drama, anecdote, revealing quotes, and human interest. Subject matter includes movie and entertainment world, trends and personalities in sports, dramatic true adventure, prominent men and women in the news, psychological quizzes, new developments in science, medicine, etc. 1,500 to 2,000 words. Novels 35,000. Short stories 2,500-4,000, love-adventure, romantic, Western, mystery, problem, etc. Photos. Cartoons. Varying rates. Acc.

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This Week, 485 Lexington Ave., New York 17. (W-magazine section of 39 newspapers) Romance, mystery, adventure, humorous short stories, 1,200-3,000; short articles falling into four broad categories—"you," entertainment, problems, scoops—1,500-2,500; interesting shorts, 500-1,000; cartoons. William I. Nichols, Editor. Good rates. Acc.

Today's Health, American Medical Assn., 535 N. Dearborn St., Chicago 10. (M-35) Sound articles on any subject related to health, including mental health, recreation, and most phases of family life. Material with medical angle must be scientifically sound; will be checked by doctors. Prefers a positive approach telling readers what they can do to preserve their health. Generally 1,000-2,500; shorts, 350-500, not news stories. Overstocked with verse and cartoons. Kenneth W. Anderson, Editor. To 10c, photo stories \$100. Acc.

Together, The Mid-Month Magazine for Methodist Families, 740 Rush St., Chicago 11. (M-35) Articles on wide range of interest to Christian families; problems of home, youth, marriage, church, community and world affairs to 2,000. Prefers strong anecdotal and narrative style. Currently not buying fiction. Fillers: personal incidents or congenial humor. Life-type picture stories and color transparencies. Pictures of unusual Methodist personalities and Methodist activities with universal appeal. Leland D. Case, Editor. Payment varies depending on quality of material, originality, etc. Acc.

Travel, 50 W. 57th St., New York 19. What to do and see—with cost worked in—anywhere in the world, 1,000-3,000, 2,500 preferred. Also articles on places to retire—other than islands. Photos, cartoons. Works 3-4 months in advance. Malcolm McTear Davis, Editor. \$50-\$100. Acc.

True Western Adventures, 67 W. 44th St., New York 36. (Bi-M-35) Stories of 5,000 preferred, but may be as brief as 3,000—or longer than 5,000 if story demands. Must be true happenings in the Old West, about 1865-1900. Generally a strong central character resolving a tough situation or a famous situation from a new angle. Hero or villain may be lead character. Photos of the Old West. James Wyckoff, Editor. 5c, photos \$10. Acc. Query is required.

Western World Magazine, 1626 Jefferson Place, N.W., Washington 6, D.C. (M-75) Articles 2,000-2,500 slanted toward the Atlantic Community; may be about political, economic, sociological, or cultural subjects; good literary quality required. Suitable humor and satire. Edgar Ansel Mowrer, North American Editor. Payment by arrangement. Acc. Query.

Westways, 2601 S. Figueroa St., Los Angeles 54, Calif. (M-20) Articles 500-1,200, photos of out-of-doors, natural science, history, etc.—on 13 Western states, Western Canada, and Mexico. Verse. Cartoons. Patrice Manahan, Editor. 8c, photos, black and white only, \$7.50. Acc.

Your Health, 11 W. 42nd St., New York 36. (Q-35) Sound, helpful, readable articles on all phases of physical and mental health. Occasional first-person experience stories. Fillers. Donald G. Cooley, Editor. Good rates. Acc.

Your Life, Today's Guide to Desirable Living, 11 W. 42nd St., New York 36. (Bi-M-35) Inspirational, helpful articles on living; personality profiles, to 2,500; quizzes; fillers. John J. Green, Managing Editor. First-class rates. Acc.

General Magazines—B

Air Force Magazine and Space Digest, Mills Bldg., 17th St., and Pennsylvania Ave., N.W., Washington 6, D.C. (M-35) Fiction closely related to military aviation and space activities, 1,500-2,000. Articles on military aviation, current and historical, and on space projects, 2,000-3,000. Cartoons. John F. Loosbrock, Editor; Richard M. Skinner, Managing Editor. 3c-5c, cartoons \$5-\$15. Acc.

All Florida Magazine, 116 E. Washington St., Ocala, Fla. (W-supplement to 16 Florida newspapers) Tightly written topical and personality articles, picture stories. Florida subjects only. To 1,000, good selection 8 x 10 glossies. Norman Thomas, Editor. 3c up, photos \$3 to \$5. Pub.

American Business Magazine, 4660 Ravenswood Ave., Chicago 40. (M-35) Articles, preferably signed by top executives, on management aspects of business—the management "why" as well as "how to." Case histories of new methods. Especially wants one-page features, with one picture or chart. Photos. Charles F. Johnson, Editor. One-page features \$35, 1,500-2,000 words \$50 up. Pub., except when held over a month.

American Forests, 919 17th St., N.W., Washington 6, D.C. (M-50) Articles on trees, forests, soil conservation, land management, water development, outdoor recreation. Profiles and interviews with people who have done interesting things in the renewable natural resources field. Biographies of citizens serving conservation; query. Length 1,000-2,500. Outdoor photos. James B. Craig, Editor. 3c up; exceptional black and white photographs on unusual oddities and nature closeups in the outdoors, \$10. Acc.

American Heritage, 551 Fifth Ave., New York 17. (Bi-M-\$2.95) Articles on prominent persons and events in American history, running to 3,500 or 4,000, susceptible of illustration. "These articles should be the result of research and should add genuine new light or understanding to history; we do not want simple retelling of familiar tales, or stories of regional or antiquarian interest." Bruce Catton, Editor. \$250 up an article. Acc.

The American Mercury, 250 W. 57th St., New York 19. (M-35) Timely articles on life in the United States; Americana; nature; new scientific discoveries; biographies; travel; humor. 500-2,500. Fillers. Political articles usually assigned. Maurine Halliburton, Managing Editor. No fiction or verse. \$25-\$200. Pub. Query with outlines.

The American-Scandinavian Review, 127 E. 73rd St., New York 21. (Q-\$1) Short stories 1,500-2,500. Articles 2,000-3,000 dealing with Scandinavian countries or Scandinavians in America. Verse. Photos. Erik J. Friis, Editor. Articles and stories \$30-\$40, verse \$7.50-\$15, pictures \$5. Acc.

The American Scholar, United Chapters of Phi Beta Kappa, 1811 Q Street, N.W., Washington 9, D.C. (Q-\$1) Articles on subjects of substantial general interest in clear and unpedantic language, 3,000-4,000; poetry. Hiram Haydn, Editor. Articles \$75, poetry \$10-\$25. Acc.

The AOPA Pilot, Box 5960, Washington 14, D.C. Official magazine of the Aircraft Owners and Pilots Association. Human interest factual articles on civilian flying; first-person and how-to articles especially desired. Also features 100-300 built around a single photograph. Max Karant, Editor; Charles P. Miller, Managing Editor. 5c, photos and sketches \$5-\$10. Acc. Query.

Army Magazine, 1529 18th St., N.W., Washington, D.C. Original articles, translations—military subjects. Lt. Gen. Walter L. Weible (ret.), Editor; John B. Spore, Executive Editor. 2½c-5c. Pub.

Astrology Guide, 441 Lexington Ave., New York 17. (M-35) Non-technical and technical articles on all phases of parapsychology and astrology; material in which astrology is shown as a guide to help people. Average length 1,500-2,000. Dal Lee, Editor. 1c-1½c. Before pub.

Audubon Magazine, National Audubon Society, 1130 Fifth Ave., New York 28. (Bi-M-50) Articles on birds, mammals, plants, reptiles, amphibians, insects; wildlife and conservation of region or locality; biographical sketches of living naturalists; how-to-do and personal experience on wildlife projects 1,500-2,500. No poetry or fiction, or articles about hunting,

fishing, trapping, fur farming, or about cagebirds and domestic animals. Photos black and white only. John K. Terres, Editor. \$15-\$75, photos \$3 (cover picture \$15). Acc. Query.

The Ave Maria, Notre Dame, Ind. (W-15) A Catholic general interest magazine with a family slant. In particular need of exceptional fiction 1,500-3,000. Articles 800-3,000 on social problems, current events, Catholic doctrinal or devotional ideas; family pieces; light-touch pieces for family audience. Poetry. John Reedy, C.S.C., Editor. Regular rate 1½c but up to 5c for exceptional material. Acc. Query on articles with qualifications listed.

Barron's National Business & Financial Weekly, 50 Broadway, New York 4. (W-35) Financial and economic subjects of direct interest to investors, 1,200-2,000. Robert M. Bleiberg, Editor. \$100-\$150 an article. Pub. Query.

The Beachcomber Magazine, RFD 2, Box 199, Whitehall, Mich. (M) Fact and fiction about boating and adventures on or near the water. Tom Nielsen, Publisher. Acc.

Canadian Geographical Journal, 54 Park Ave., Ottawa, Canada. (M-50) Illustrated geographical articles 1,000-2,000. Gordon M. Dallyn, Editor. 1c up. Pub.

Car Life, 41 E. 42nd St., New York 17. (M-35) General automotive articles carrying consumer appeal. Cartoons. Photographs. Good rates; photos \$5. Acc.

Challenge, The Magazine of Economic Affairs, 475 Fifth Ave., New York 17. (M-20) Articles 1,600-2,000 on activities and issues in (1) economics and economic topics, (2) social problems, politics, and science—of personal, local, regional, national, or international focus, but in all instances always of economic significance. Seeks objective, concise, lively journalistic treatment with close attention to economic fundamentals. Haig Babian, Editor. Varying rates. Acc. Query.

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The Chicago Jewish Forum, 179 W. Washington St., Chicago 2. (Q-\$1.25) Jewish and minority problems. Fiction, poetry, and essays on cultural, theological, economic and sociological themes. Benjamin Weintraub, Editor. 1c. Acc.

The Christian Century, 407 S. Dearborn St., Chicago 5. (W) Religious and social-conscious articles 1,500-2,500. Verse of high quality. Harold E. Fey, Editor. 2c. Pub. No payment for verse.

The Christian Science Monitor, 1 Norway St., Boston 15, Mass. (D-5) Articles, essays, for editorial and department pages, to 800; forum to 1,200; poems, jokes, fillers, photos. Erwin D. Canham, Editor. Varying rates. Acc.

Church Administration, 127 Ninth Ave., N., Nashville, Tenn. (M-50) Articles 700-1,400 on all church administration topics, including records, office procedure, group dynamics, leadership, insurance, fire prevention. Occasional illustrative materials and cartoons. Howard B. Foshee, Editor. 2c. Acc. Do not query.

Computers and Automation, 815 Washington St., Newtonville 60, Mass. (M-\$1.25) Articles related to computers by informed authors 1,000-3,000. Possibly cartoons. Edmund C. Berkeley, Editor. \$10-\$15 an article. Pub. Query.

Controversy, Box 142, Oakland, N. J. Each subject requires two complete articles by different authors, one pro, one con, 1,500 each. Include picture and 50 words about each author. \$50 to each. Acc.

Cue, 6 E. 39th St., New York 16. (W-20) Short articles on lighter side of New York City living. Few by freelancers—most are staff-written. Emory Lewis, Editor. \$75-\$100. Acc. Query by mail.

The Desert Magazine, Palm Desert, Calif. (M-35) Illustrated features, in informal style, from the desert Southwest on travel, nature, mining, archeology, history, recreation, exoloration, personalities, homemaking, desert living, Indians, semiprecious gem fields; maximum 2,500. Must have the "feel" of the desert country. Photos essential with contemporary material. Eugene Conrotto, Editor. 2c up, photos \$3. Acc.

The Diplomat—Travel, Fashion, Society Review, National Press Bldg., Washington 4, D. C. (M-50) Luxury travel pieces to 1,000 on colorful areas abroad; sophisticated feature articles to 900 playing up social foibles; features to 800 drawing subtle comparisons between social customs in the U.S.A. and other countries. Sophisticated light verse. Cartoons. Photographs. Hope Ridings Miller, Editor-in-Chief. Varying rates. Pub. Queries important.

Down East Magazine, Camden, Maine. (10 times a yr.-40) Articles marine, historical, character to 2,500. Photographs. All material must be directly related to Maine. Margaret Shea, Editor. Articles \$30-\$50. Acc.

Eagle Magazine, 2401 W. Wisconsin Ave., Milwaukee 3, Wis. (M) Organ of Fraternal Order of Eagles. Informative articles of male appeal on sports, travel, hobbies, etc., 1,200-1,500. Arthur S. Ehrmann, Editor. 5c up. Acc.

The Elks Magazine, 386 Fourth Ave., New York 16. (M) National publication of the B.P.O.E. Short stories 3,500-5,000; no fiction of other lengths. Articles—sports, hunting, fishing—and also serious features. Policy is to plan articles and then assign them to national magazine writers. Photos. No verse, fillers, or cartoons. Lee C. Hickey, Editor. High rates. Acc. Query. An unlikely market for any but outstanding writers.

Empire Magazine, **Denver Post**, 650 15th St., Denver 1, Colo. (W-15, with Sunday **Denver Post**) General interest features 250-1,750 on personality, outdoors, domestic, authentic history; verse to 20 lines; fillers; photo-features; cartoons. All material must have strong Western peg. H. Ray Baker, Editor. 1½c up; photos \$5. Acc.

Evergreen Review, Grove Press, 64 University Place, New York 3. (Q) Fiction; non-fiction, poetry, reviews,

art; must be of superior merit. Barnett Rosset and Donald Allen, Editors. Prose \$4 a page, poetry \$6 a page. Acc.

Family Herald, 245 St. James St., W., Montreal, Que., Canada. (W-5) Stories 1,500-4,000, romance, adventure, mystery, etc., for rural family audience. H. Gordon Green, Editor. \$100. Acc.

Flying, 1 Park Ave., New York 16. (M-35) Edited for pilots, private and corporate aircraft owners, service operators, and others connected with or interested in aviation. Articles 1,500-2,000 on civil and military flying experiences, techniques in flying, air power development, travel, new planes and equipment, sports flying, business flying, flying lore. Black and white and color photos. Gill Robb Wilson, Editor. \$50-\$150, black and white photos \$5 up, transparencies \$75 up. Acc.

Forbes Magazine (of Business and Finance), 70 Fifth Ave., New York 11. (Semi-M-50) Readership predominantly among investors; interested in narrative-form articles about major U. S. corporations with stock in public hands, accounting for their changing fortunes. Also instructive feature articles directed at investors. Informal, casual photos. Byron D. Mack, Editor. Articles \$50-\$250. Pub. Query.

Forest and Outdoors Magazine, 4795 St. Catherine Ct., W., Montreal 6, Canada. (M-25) Official publication of the Canadian Forestry Association and the Ontario Federation of Anglers & Hunters. Photo features of 6-12 pictures pertaining to hunting, fishing, and other outdoor sports. Filler photo stories of 1 or 2 pictures on how-to subjects. Unusual outdoor news photos. No text stories. Some second rights purchased. R. J. Cooke, Editor. Photos \$2-\$4. Pub. Acc. if author requires. Query on material involving much photographic work.

The Freeman, Foundation for Economic Education, Irvington-on-Hudson, N. Y. (M-50) Articles explaining and promoting such libertarian ideals as private ownership, willing exchange, open competition, and limited government. Paul L. Poirot, Managing Editor. 5c. Pub.

Frontier, 1256 Westwood Blvd., Los Angeles, Calif. (M-35) Liberal viewpoint on affairs in the Western states, especially California. Journalistic reports around 2,500; occasional profiles; high quality required. Phil Kerby, Editor. 1c. Pub. Query.

Frontiers, 19th St. and Parkway, Philadelphia 3, Pa. (5-times yr.-50) Natural history articles, 1,800-2,000. Must be scientifically accurate but in adult layman's language. Photos in story sequences or with articles; no color shots. McCready Huston, Editor. Prices by arrangement. Pub. Query.

Gaze, Gee Whiz! See Humorama, Inc.

Good Business, Lee's Summit, Mo. (M-15) Articles 800-1,600 emphasizing Christian principles in business. First-person stories especially desired. Fillers up to 400 words; poems 20 lines or less, on business themes. Photos of industrial subjects with business slant. James A. Decker, Editor. 2c up, poetry 35c a line, photos \$6. Acc.

Gourmet, Penthouse, Hotel Plaza, New York 19. (M-50) Sophisticated, entertaining, authentic, informative articles about food and good living; 2,500-3,000 including recipes as necessary. Cartoons. Earle R. MacAusland, Editor. \$150-\$200. Within 6 wks. of acc.

Greater Philadelphia Magazine, 1831 Chestnut St., Philadelphia 3, Pa. (M-35) Articles to 1,500 on a variety of subjects dealing with Greater Philadelphia area, with emphasis on business community; personality sketches of local business and industrial executives; executive hobbies; business success stories; photo series. Arthur Lipson, Editor and Publisher; Alan Halpern, Executive Editor. To \$25 an article. Pub.

Grit, Williamsport 3, Pa. (W-10) Odd, strange pictures, brief text; personalities and articles of general interest 300-500; short illustrated articles for women's and children's pages. 2c, photos \$3. Acc.

Guideposts, 345 E. 46th St., New York 17. (M)

Articles, preferably first person, 750-1,500, showing how spiritual principles have been applied to daily living. Must be factual; avoid essay or editorial approach. Short features. Leonard E. LeSourd, Executive Editor. \$15-\$100. Acc. Query.

The Gun Digest, 925 W. Jackson Blvd., Chicago 7. (A-\$2.95) Technical articles on firearms, shooting, hunting, and related subjects; historical material relating to firearms; from part-page fillers to definitive treatises. Photographs. John T. Amber, Editor. Varying rates, averaging 4c-7c, photos \$7.50. Acc. Query.

Guns Magazine, 8150 Central Park Ave., Skokie, Ill. (M-50) Articles 1,500-3,000 on all aspects of gun sport; articles on prominent shooters, designers, or other persons important in the gun game. Controversial topics provided they have authenticity and reader interest; shooting tips and techniques. Photographs. Cartoons. E. B. Mann, Editor; William B. Edwards, Technical Editor. 5c, cartoons \$10, photos \$5. Pub. Query.

Hep Cats, Most Publications, Ltd., 166 West 72nd Street, New York 23. (Bi-M) Articles 500 to 1,000 on teen-age, particularly rock 'n' roll features; celebrities; news of teen-age doings in various sections of country. Fillers to 50 words. Poems. Cartoons. Robert E. Fischer, Editor. 1c-3c, photos \$3-\$5. Pub.

HiFi Review, 1 Park Ave., New York. (M-35) 500-10,000-word features on use and enjoyment of high fidelity equipment. Heavy emphasis on composers, conductors, and orchestration of best discs and tapes. Photographs. Some humor. No fiction. No verse. No fillers. Oliver P. Ferrell, Editor. 5c-10c, photos \$10-\$20. Acc.

High Fidelity Magazine, Great Barrington, Mass. (M-60) Articles 2,500-3,000 on music, musicians, records, sound-reproduction, and allied subjects connected with the listener's art. John M. Conly, Editor. Payment arranged for on acc.

Hometown—The Rexall Magazine, 8480 Beverly Blvd., Los Angeles 54, Calif. (M-free) Fiction 1,800-3,300 with family appeal, humor, light romance; no crime or controversial subjects. Occasional articles 1,000-2,000 of interest to homemakers, family, on how-to-do home projects, interesting people, interesting places, child care, etc. Oversupplied with fillers, quizzes, cartoons. V. W. Beardsley, Editor. Fiction to \$100, articles to \$50, pictures \$5. Acc.

Hoofs and Horns, 4425 E. Fort Lowell Road, Tucson, Ariz. Fiction and articles. 1,200-2,000, relative to rodeos and any Western horse sports. Fillers and verse in same field. Specialized cartoons. Willard H. Porter, Editor. 2c up, cartoons to \$12. Acc.

Horizon, 551 Fifth Ave., New York 17. (Bi-M-\$3.95) Interesting, authoritative articles on the creative arts, directed to cultivated, intelligent readers. No fiction. Joseph J. Thorndike, Jr., Editor; William Harlan Hale, Managing Editor. \$200-\$500. Acc.

Humorama, Inc., 667 Madison Ave., New York 21. Comprises: **Joker, Jest, Comedy, Breezy, Gee Whiz!, Snappy, Gaze.** Cartoons in the girl cheesecake field, also general cartoons; submit roughs. Jokes to 250, fillers with humor, epigrams with a quip or message, satire to 1,000. No clippings or reprints. Ernest N. Devver, Editor. 3c, verse 35c a line, cartoons \$9 up. Acc.

Ideals. 3510 W. St. Paul Ave., Milwaukee 1, Wis. (Q-\$1.50) Poems, short stories, articles. Kodachromes, art work—inspirational, patriotic, religious, family,

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childhood, nostalgic subjects. The magazine is devoted to "clean, wholesome, old-fashioned American ideals." Van B. Hooper, Editor. \$10 an article or poem, photos \$5 up, transparencies \$25 up. Pub. Query before submitting material.

Jubilee, 377 Fourth Ave., New York 16. (M-35) A national pictorial monthly of Catholic life, edited by laymen. Not in market for text pieces. Picture stories only, at \$5 a picture. Edward Rice, Robert Lax, Senior Editors. Do not query.

L. A. Magazine, 637 Geneva Ave., Claremont, Calif. (Bi-M-35) Unusual or experimental though plotted stories to 3,000; may have controversial theme. Intelligent and perceptive essays to 3,000; no how-to articles or formula journalism. Cartoons. Photographs. Poems. Myron Roberts, Editor. Varying rates. Acc.

Laugh Book Magazine, 438 N. Main St., Wichita 2, Kan. (M-35) Humorous articles, stories, anecdotes to 1,000. Themes deal with domestic situations and events common to and familiar to most readers. No clippings. Charley Jones, Editor. 2c-3c, cartoons to \$25, jokes 50c, verse to 50c a line. Acc.

Law and Order, 72 W. 45th St., New York 36. (M-35) Directed to law enforcement officers, particularly chiefs of police. Articles 1,000-1,500, chiefly by persons in law enforcement field; most of them assigned. A few cartoons. Lee E. Lawder, Editor. 2c, cartoons \$5. Pub. Query.

Leatherneck, P. O. Box 1918, Washington 13, D. C. (M-30) Fiction, humor, articles to 3,000. Must have strong Marine Corps slant. Shorts to 1,500. Donald L. Dickson, Editor. To \$200 a story or article. Acc.

The Marine Corps Gazette, Box 1844, Marine Corps Schools, Quantico, Va. (M-30) Professional military, Marine Corps, naval, air articles, illustrated, with emphasis on amphibious warfare—1,000-5,000. Lt. Col. John A. Crown, USMC, Editor. 3c-6c. Acc.

Mature Years, 201 Eighth Ave., S., Nashville 3, Tenn. (Q) Fiction 1,500-2,000 of interest to older adults. Articles 1,200-1,500 for same group—hobby, devotional, activities. Verse. Photos. John W. Cook, Editor. 1c-2c, photos \$5-\$6. Acc.

Mexico This Month, Calle Atenas 42-601, Mexico 6, D.F. Articles 1,000-1,200 on off-the-beaten-track Mexican material—light, humorous twist desired. Good picture stories. Anita Brenner, Editor. About \$24 an article. Pub.

The Miraculous Medal Magazine, 475 E. Chelton Ave., Philadelphia 44, Pa. (Q) Any good story to 2,500

that agrees with Catholic teaching. "We don't buy sermons—the story is the thing." Verse on religious themes, especially the Virgin Mary, to 20 lines, but preferably shorter. Rev. Joseph A. Skelly, C.M., Editor. 1½c up, verse 50c a line up. Acc.

Modern Age: A Conservative Review, 64 E. Jackson Blvd., Chicago 4. Short stories 2,000-8,000. Articles 2,000-8,000 on politics, theology, philosophy, etc. Serious poetry. All material must be of high intellectual quality. Russell Kirk, Editor. To \$150. Pub. Query on articles.

Montana, the Magazine of Western History, Roberts at Sixth Ave., Helena, Mont. (Q-75) Authentic but readable 3,000-5,000-word historical articles about the West—Arizona, Nevada, Utah, Wyoming, Montana, Nebraska, Texas, California, Colorado, North and South Dakota. Primarily interested now in fur trade, mining, and open range ranching articles. Michael Kennedy, Editor. Basic rate 1½c, pictures extra. Pub. Query.

Motor News, 139 Bagley Ave., Detroit 26, Mich. (M-25) Outdoor adventure and travel articles. Photos. Covers United States but is especially interested in Michigan and nearby states. William J. Trepagnier, Editor. \$50-\$100. Acc.

Movie Mirror, 441 Lexington Ave., New York 17. (M-25) Fresh, exciting stories about the top movie stars. Interviews on specific phases of a movie star's life also acceptable. Feature stories must be new and exclusive. Also uses third person articles about the movie stars—unusual ideas. Length 1,500 words. Exclusive picture sets. Richard Heller, Editor. \$100 up. Acc. Query.

The Nation, 333 Sixth Ave., New York 14. (W-20) Articles on current events of social and political significance; emphasis on good reportage. Liberal viewpoint. No verse. Carey McWilliams, Editor. 2c. Pub.

The National Guardsman, 1 Massachusetts Ave., N.W., Washington 1, D. C. (M-25) Military (Army and Air Force, not Navy, Coast Guard, Marine) articles 500-3,000. Military cartoons. Allan G. Crist, Editor. 3c up, cartoons \$7.50. Pub.

The National Humane Review, 896 Pennsylvania St., Denver 3, Colo. (Bi-M-15) Humorous and serious stories, 1,000-2,000 stressing humaneness; outcome should be based on "how kindness pays." Photo stories and single photos. Material about children staff-written. Address MSS. to Mrs. Eileen F. Schoen. 1½c-2c. Pub.

National Review, 150 E. 35th St., New York 16. (W-20) Articles 1,000-3,000 on politics, foreign affairs, the arts. Political cartoons. Conservative viewpoint. Wm. F. Buckley, Jr., Editor. 5c. Pub. Query.

Nature Magazine, 1214 16th St., Washington, D. C. (10 issues a year-50) Illustrated nature articles 1,000-2,000; fillers with pictures 100 to 400, short verse. (Currently overstocked with fillers and verse.) R. W. Westwood, Editor. 1c-3c. Acc. Query.

The New Christian Advocate, 740 N. Rush St., Chicago 11. (M-35) Now edited for ministers only. Articles 1,200-1,500 on preaching, the ministry of music, pastoral care, church administration, counselling on personal problems, missions, the parsonage family. No fiction. Photographs may be submitted with manuscript as illustrations. Sonnet length verse, or shorter. T. Otto Nall and Newman S. Cryer, Jr., Editors. Varying rates. Acc. Not buying at present.

New Mexico Magazine, Santa Fe, N. M. (M-35) Illustrated articles on New Mexico, 1,500. George Fitzpatrick, Editor. \$15-\$25 an article, 4 x 5 transparencies for color section, New Mexico subjects only, \$25. Pub. Verse, New Mexico scene only, no payment.

New Republic, 1244 19th St., N.W., Washington 6, D. C. (W-20) Articles to 3,000 on political, cultural, and social subjects. Gilbert A. Harrison, Editor. Payment by arrangement. Query.

Oklahoma Today, P. O. Box 3331, State Capitol Station, Oklahoma City, Okla. (Q-50) Authoritative articles on all subjects within the Oklahoma scene. "Oddments" (offbeat material in prose or verse



about Oklahoma). Black and white photos and color transparencies of high quality. Dave Loye, Editor. 2c, photos \$5, color transparencies \$15-\$25. Pub. Query on articles essential.

Oldsmobile Rocket Circle Magazine, 41 E. Oak St., Chicago 11. (M-free) Non-commercial material similar to that in mass consumer magazines. Photos. High-class, sophisticated treatment of spectator sports, entertaining, entertainment world, travel. Miss Barbara DaVee, Manuscript Editor. Payment by negotiation. Query.

Opinion, 1123 Broadway, New York 10. (M-25) Articles 2,000; short stories 2,000; verse; fillers; all of Jewish interest. 1c. Pub.

The Optimist Magazine, 1721 Railway Exchange Bldg., St. Louis, Mo. (M-25) Articles of interest to businessmen—industry, science, government, economics, travel, human interest. Ralph J. Gentles, Editor. 3c. Pub.

Our Dumb Animals, 180 Longwood Ave., Boston 15, Mass. (M-15) S.P.C.A. organ. Animal articles and stories, not fiction, to 600; photos. W. A. Swallow, Editor. 1/2c, photos \$1 up. Acc.

Our Navy, 1 Hanson Place, Brooklyn 17, N. Y. (Bi-M-25) Articles with strong Navy enlisted slant; must entertain or inform the enlisted U. S. Navy blue-jacket. Frank Uhlig, Jr., Editor. Payment at varying rates. Pub.

Our Sunday Visitor, Huntington, Ind. (W-5) Articles of Catholic interest 850-1,000. F. A. Fink, Managing Editor. 5c up. Acc.

PEN Magazine, 444 Sherman Street, Denver 3, Colo. External house organ for government employees and public servants. General and family interest articles and fiction to 3,000. Original anecdotes, fillers, etc. G. Bruce Howard, Editor. To 3c, photos and cartoons \$5. Acc. Copy sent on request.

People and Places, 1800 W. Fullerton Ave., Chicago 14. (M-free-controlled) Human interest picture stories on people and places in the United States. Quality of pictures is of major importance; top quality, candid, unposed type, plenty of animation and human interest; usually requires first rights; returns unused photographs. Ralph N. Swanson, Editor. 2 wks. after acc.

Photoplay, 205 E. 42nd St., New York 17. (M-20) Personality features on Hollywood stars, 3,000. Candid photos of stars. Almost all stories are assigned to avoid duplication, and there is a very limited free-lance market. Evelyn Pain, Editor. Open rate. Acc. Query essential.

Popular Electronics, 1 Park Ave., New York 16. (M-35) Articles on construction of electronic gadgets, receivers, hi-fi equipment, etc., 500-2,500 words. Fillers. Cartoons. No fiction except by experienced writers in the electronic field. Oliver Read, Editor. Varying rates for text, cartoons \$7.50. Acc.

Quote, Droke House, Indianapolis 6, Ind. (W-15) Original anecdotes to 150 words for the use of public speakers. Original epigrams. Occasional 4-line light verse. Maxwell Droke, Editorial Director. Varying rates according to quality. Acc.

The Reign of the Sacred Heart, Box 304, Chamberlain, S. D. "We have a special program for articles and features. Anyone interested in writing for us should write and ask for current program." Rev. George Pinger, S.C.J., Editor. 1 1/2c. Acc.

Rod and Gun in Canada, Gardenvale, Que., Canada. (M-20) Personalized, action-filled hunting and fishing articles to 1,800. "Issue" material involving controversy between provinces and federal government, between areas, between various groups. How-to material on outdoor topics. Some cartoons. News photos. Reg. R. Fife, Editor. Varying rates, cartoons \$5, photos \$2-\$5. Acc. Query.

Rosicrucian Digest, Rosicrucian Park, San Jose, Calif. (M) Articles on almost any subject—the sciences, the arts, human relations. Constructive thinking related to everyday living—not obvious surface matters, but using as common ground, thought which

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is of the universal. No fiction, poetry, or editorials. Frances Vejtasa, Editor. 2c or by arrangement. Acc.

The Saturday Review, 25 W. 45th St., New York 36. (W-20) Literary and general articles of ideas, philosophy, education. Poetry of quality. Cartoons. Photos. Articles \$75-\$250, verse 50c a line, pictures \$10. Pub. Query.

Scenic South, Standard Oil Company (Kentucky), Starks Bldg., Louisville 2, Ky. Photographs with captions—single or in series—showing subjects of scenic, historical, and general interest in Alabama, Florida, Georgia, Kentucky, Mississippi. Black and white glossy prints 8 x 10 for inside pages; transparencies 4 x 5 or larger for covers. Robert B. Montgomery, Editor. Black and white photos \$5-\$10, color transparencies \$75. Acc. Copies of magazine available to freelance photographers.

Seattle Times Sunday Magazine Section, Box 1892, Seattle 11, Wash. (W-20) Features on Pacific Northwest and Alaska subjects only, 1,000-1,200. Picture layouts on regional topics for photo section. No fiction or verse. Chester Gibbon. \$15-\$20 for unillustrated article; \$25 up with suitable art, black and white photos \$10, color cover (at least 4 x 5) \$75. Pub.

Sepia, 1220 Harding, P. O. Box 2257, Fort Worth, Texas. (M-25) Top quality picture stories including news, exposé, entertainment, sports, oddities, all with pictures closely keyed to story. All material must deal with the Negro race. Mrs. Adelle Jackson, Editor. \$100-\$200 for complete story with pictures. Acc. Query.

Ski Magazine, Hanover, N. H. (Six issues October through March-50) Articles 400-2,000 on ski trips, controversial subjects, techniques, equipment, resorts, personalities. Humor, fillers about skiing. Cartoons. Fred Springer-Miller, Editor. 1c-5c, photos \$1-\$10. Acc.

Skipper, 50 State Circle, Annapolis, Md. (M-40) Outstanding sea fiction 3,000-5,000. Articles 2,500-3,000 with human interest approach to boating, cruising, racing, boats, ships, and the sea. Interested in controversial material if fair and documented. Photographs and photo essays. H. K. Rigg, Editor. 3c up, photos \$7.50 up. Pub., except by special arrangement.

The Snowy Egret, Shorter Apts., Box 701, Rome, Ga. Prose related to natural history, including literary studies of nature writers. Humphrey A. Olsen, Editor. \$2 a page. Pub.

Southwest Review, Southern Methodist University, Dallas 5, Tex. (Q-75) Quality stories to 3,000. Articles on regional, literary, national, world problems. Poetry. Allen Maxwell, Editor. Prose ½c, \$5 a poem. Pub.

Stare, 667 Madison Ave., New York 21. (Bi-M-25) Photos—cheesecake, pinups, unusual human interest. Steve André, Editor. Photos \$6—contact prints considered. Acc.

Sun, Box 1000, Mays Landing, N. J. (M) International nudist magazine. Stories and articles, especially editorials, about nudism per se or in any field of allied interest such as mental and social hygiene, physical culture, nutrition, recreation. Photos, cover transparencies. Ken Price, Editor. 1c, photos \$3, transparencies \$5-\$10. Pub.

Sunshine & Health, Box 142, Oakland, N. J. (M) American nudist magazine. Bona fide illustrated articles. 1½c, photos \$5. Pub.

Sunshine Magazine, The House of Sunshine, Litchfield, Ill. (M-15) Human interest topics which tend to develop character or overcome weaknesses and difficulties or which demonstrate helpful conduct toward people or causes. Stories should be forceful with surprising climax. No love triangle or deathbed stories. Maximum 1,500; 1,200 preferred. No poetry. Henry F. Henrichs, Editor. Rate according to merit. Acc.

The Tamarack Review, Box 157, Station K, Toronto 12, Ont., Canada. (Q-\$1) Fiction of literary quality to 7,500. Poetry (including light verse) of any length; literary quality required. Critical essays on the arts, etc. Line drawings. 1c. Pub.

Theatre Arts, 205 W. 45th St., New York 36. (M-50) Articles on the theatre and associated arts, 1,500-2,000. Most material written on assignment. Varying rates. Pub.

Think, 21 W. 26th St., New York 10. (Bi-M-25) Scripts from which cartoon-style parodies can be drawn—may satirize television, newspapers, magazines, social phenomena in general. A few very short parodies without drawings, satirizing newspaper columns, etc. May use satirical cartoons; no gag cartoons. Alan Whitney, Editor. Varying rates. Pub. Query.

Tic, P. O. Box 350, Albany 1, N. Y. Articles for dentists on dental or dental-related themes, 800-2,400. Cartoons; photographs and other illustrations individual or series. To \$75 an article. Acc. Overstocked.

Town & Country, 572 Madison Ave., New York 22. (M-75) Satirical, topical short stories, articles, essays, on unusual subjects, addressed to a general, mature audience. Small freelance market. Varying rates. Acc.

Tradition (The Monthly Magazine of America's Picturesque Past), 16854 Hamilton Ave., Detroit 3, Mich. (M-50) Articles 1,000-5,000 on phases of America's past. Factual accuracy essential; writing technique important. No fictionalized accounts of events. L. W. Mueller, Editor. Minimum 1c, illustrations \$5. Within 30 days of acc.

Trail-R-News Magazine, 546 W. Colorado, Box 1551, Glendale, Calif. (M-10) Articles built around travel or mobile life, 1,200-3,500. Each should be accompanied by two glossy photos. Picture stories; except on these, stock photos acceptable. 250-500-word fillers with one photo. Articles must deal specifically with a trip or locality. No generalities wanted. Interested in Eastern and Midwestern material. Technical matter by arrangement. Jack Kneass, Editor. Articles \$10-\$30, illustrated fillers \$5 up, more to regular contributors. Pub. Copy of magazine available to writers mentioning **Author & Journalist**.

True West, P. O. Box 5008, Austin 31, Tex. (Bi-M-25) An all-fact magazine of the Old West—badmen, gold rush days, cattle drives, ghost towns, range wars, the "little men" that made the Old West. Wants the fast movement of fiction combined with the factual accuracy of historical journals. Articles 1,500-5,000. Photographs with articles almost a necessity. Fred Gipson, Editor. 1c. Pub. Overstocked.

TV and Movie Screen, 441 Lexington Ave., New York 17. (M-25) Articles with a kick; stories about the top stars of television and motion pictures, with emphasis on those stars who are the favorites of teen-agers. Stories must have a new slant; may be interview, byline, or third person. Byline stories by the stars with signed releases. Maximum length,

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TV Picture Life, 441 Lexington Ave., New York 17. (M-25) Personal and exciting interview stories about the most popular stars on TV. Feature stories must be new and exclusive. Also straight third person articles about the stars if the idea is an exciting one. Exclusive picture sets. Maximum length, 1,500. Richard Heller, Editor. \$100 up. Acc. Query.

Utah Fish and Game Magazine, 1596 West North Temple, Salt Lake City 16, Utah. (M-15) Fact articles, illustrated, about Utah game and habitat problems, life history material, outdoor recreation and appreciation. Unusual wildlife photographs. Verse. Cartoons. Text no payment, photos no set rate, cartoons around \$5. Acc. Stocked with cartoons to late 1959.

Vermont Life, State Office Bldg., Montpelier, Vt. Illustrated factual Vermont articles. Photos, black and white and color. Arranges photo and article assignments with freelancers at higher than listed rates. Walter Hard, Jr., Editor. 2c. Acc.

Victorian Magazine, Lackawanna 18, N. Y. (M-30) A Catholic magazine specializing in good short stories (1,500-2,000), short-shorts (under 1,000), based on the choices and characters of people living in today's world. Interesting articles with or without religious interest, 1,200-2,000. Articles of approximately 1,200 words of specific interest to men, women, teenagers, and career girls. Good fillers and cartoons. No one-line fillers. Rev. Nelson W. Logal, Editor. 1c-5c. Acc.

Virginia Quarterly Review, 1 West Range, Charlottesville, Va. (Q-\$1) Exceptional literary, scientific, political essays 3,000-7,000; short stories and verse of high standard. Charlotte Kohler, Editor. Good rates. Pub.

Weekend Magazine, 231 St. James St., W., Montreal, Canada. Magazine section of 32 Canadian dailies and the **Standard**. Limited market for short features of Canadian interest. Fillers. Photo features, including color. Articles \$200 up. Acc. Query on articles.

What's Cookin' in New York, 126 Clinton St., New York 2. (M-15) Informal, light, semisophisticated fiction and articles to 800. Humor. Verse. Food and entertainment material preferred. Helen Dunn, Editor-Publisher. Contributors' copies only.

Yale Review, 28 Hillhouse Ave., New Haven, Conn. (Q-\$1) Articles on current political, literary, scientific, art subjects 4,000-5,000. Quality short stories. Poetry. J. E. Palmer, Editor; Paul Pickrel, Managing Editor. Good rates. Pub.

Yankee, Dublin, N. H. (M-25) Articles on New England subjects to 2,000. Address Editor at Dublin, N. H. Poetry, any subject but not over 30 lines. Address poetry to Jean Burden, 403 Ventura St., Altadena, Calif. 2c-10c, poems \$5. Pub. or Acc.

Your Personal Astrology Magazine, 441 Lexington Ave., New York 17. (Q-50) Astrological articles helpful to the individual reader. Average length 1,500-2,000. Dal Lee, Editor. 1c-1 1/2c. Before pub.

Zest, 8728 S. Commercial Ave., Chicago 17. (M) Fiction, articles, verse, fillers, cartoons, photographs—all dealing with physical culture or gymnastics. Frank H. Adams, Editor. Payment by arrangement. Pub.

Home Service and Women's Magazines

American Baby, 180 Riverside Drive, New York 24. (M-25) Articles to 1,000 on pregnancy and 12 months following baby's birth. No verse. No fiction. No photos. Beulah France, R.N. 1/2c. Pub. Acc. on articles by doctors.

American Beauty, Press & Television News Co., 166 West 72nd St., New York 23. (Bi-M) Articles 50-1,000 on fashion, glamour, charm, success. Robert E. Fischer, Editor. 1c-3c, photos \$3-\$5. Pub.

The American Home, 300 Park Ave., New York 22. (M-35) Practical articles pertaining to home, interior decorating, building, gardening, food, homecrafts,

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800 to 2,000. Illustrated how-to-make or how-to-do articles on homemaking subjects. John Mack Carter, Editor. Varying rates. Acc.

Baby Talk, 149 Madison Ave., New York 16. Experience articles mother-father-baby, 500-1,000; fillers; verse. Deirdre Carr, Editor. 2c-3c. Acc.

Baby Time, 424 Madison Ave., New York 17. (M-25) Articles 500-750 of interest to new and expectant mothers and mothers of children up to about 3 years. Lee Robba, Editor. \$5 up on article. Acc.

Better Homes & Gardens, 1716 Locust St., Des Moines 3, Iowa. (M-25) Architectural, home decorating, and gardening articles largely staff-written. Special Features Department seeks high caliber general articles on practically any subject except partisan politics and international affairs. Major stories viewing problems important to the average family—"America's Moral Crisis" a recent example. Photos. Cartoons. No fiction, little verse. Hugh Curtis, Editor. Curtis Anderson, Special Features Editor. Articles to \$2,000 and above. Acc. Query.

Canadian Homes and Gardens, 481 University Ave., Toronto, Canada. (M-25) Practical how-to-do-it articles on subjects of interest to homemakers; keep in mind Canadian geography and climate. Photos are musts. One-shot ideas welcome. Varying rates. Acc.

Catholic Home Journal, 220 37th St., Pittsburgh 1, Pa. (M-20) Love or domestic stories 1,200-2,000. Articles on the home, child care, etc., preferably illustrated; practical articles with an optimistic outlook on social questions, etc., 1,800-2,000. Light verse about home life and children to 20 lines. Rev. Bonaventure Stefun, Editor. 1c up, verse 30c a line. Acc.

The Catholic Home Messenger, Canfield, Ohio. (M) Fiction and articles 1,800-2,200. Fiction should be timely or deal with social and family problems. Articles on biography, travel, current events, cultural matters, communications; special interest in home and family. Picture stories—7-8 photos, 300-600 words. Fillers and cartoons used occasionally. Rev. Mario Gandolfi, S.S.P., Editor. 2c up. 15th of month after acc.

Charm, 575 Madison Ave., New York 22. (M-40) Short articles of interest to women who work, 500-1,500. S. Kay Thomas, Managing Editor. Varying rates. Acc.

Chatelaine, 481 University Ave., Toronto 2, Canada. (M-20) Fiction: short stories to 6,000; occasional novelettes to 15,000; occasional two-parters. Articles to 3,500: "you interest" including medical; first-person on medical, marital, or emotional topics, including lively opinion pieces. Prefers Canadian background. Doris Anderson, Editor. Acc.

Chic & Twenty, (formerly *Beauty and Health*), Press & Television News Co., 166 West 72nd St., New York 23. (Bi-M) Articles 500-1,000 on self-improvement through diet, exercise, etc. Fillers and news to 50 words. Cartoons. Robert E. Fischer, Editor. 1c-3c, photos \$3-\$5. Pub.

The Christian Home, 201 Eighth Ave. S., Nashville, Tenn. (M-20) Articles 1,000-2,000 on family relationships, child guidance; stories 2,500-3,500, of interest to parents of children and teen-agers; verse; photos of family groups. Dr. Joy Bayless, Editor. Stories and articles 1½c, verse 50c a line. Acc.

The Christian Mother, David C. Cook Publishing Co., Elgin, Ill. (Q-50) Articles to 2,000 appealing to mothers of children 2-6; may deal with spiritual growth and training of preschoolers, Christian home-making, outstanding Christian mothers, personal faith applied to everyday family living; photos desirable. Humorous or inspirational fillers. Poetry with Christian tone, slanted to young mothers. No fiction. For children's section, poems, prayers, stories, activities with religious emphasis suitable for preschool children. Ruth Downey, Editor. Varying rates, poetry 25c a line up. Acc.

Crosier Magazine, Onamia, Minn. (M-25) Wholesome but not preachy fiction appealing to Catholic families, 800-1,800. Articles, preferably with photos, on religious topics of general interest but especially on Catholic family life, courtship, marriage, child training, 800-1,800. Fillers, 200. Cartoons. Photo stories on religious or inspirational topics. Current needs: good family articles; photo stories on the family and religious subjects (Catholic). Rev. Robert Fix, O.S.C., Editor. 2c-5c, cartoons \$5, photos \$4-\$10. Acc.

Everywoman's Family Circle Magazine, 25 W. 45th St., New York 36. (M-10) Short stories 2,500; short shorts 1,200; novelettes rarely used. Articles on family relationships, health, child care, family leisure-time activities, financial, travel, personalities, etc. Some verse. Cartoons. Robert M. Jones, Editor. Competitive rates, depending on subject and quality. Acc.

Family Digest, Huntington, Ind. (M-20) Articles, 1,000-2,000, on home and family subjects. True family stories inspirational or adventurous. John F. Fink, Editor. 2c up. Acc.

The Family Handyman, 117 E. 31st St., New York 16. (M-35) Subject matter: home improvement, repair and maintenance of interest to do-it-yourself homeowners. Photos of work in progress and/or finished glamour views of basements, attics, terraces, built-ins, playrooms, kitchens, etc., that can be used with the how-to stories. Morton Waters, Executive Editor. 5c, black and white glossy 8 x 10 photos \$7.50 up. Pub.

Flower & Garden Magazine for Mid-America, Mid-America Bldg., Kansas City 11, Mo. Articles to 2,000 on indoor and outdoor gardening for the amateur in the Middle West. Midwestern writers preferred. Black and white photos accompanying articles; transparencies for covers. Rachel Snyder, Editor. Eastern Edition uses articles about plants and methods especially used in Atlantic states. Eastern Editor, Elvin McDonald, 310 East 71st St., New York 21. To 2c, black and white photos \$3-\$5. Acc.

Flower Grower—The Home Garden Magazine, 2049 Grand Central Terminal, New York 17. (M-35) How-to articles on home gardening, vegetables, house plants, etc., to 1,500. No fillers. Marjorie J. Dietz, Managing Editor. Articles \$5-\$125, photos \$5-\$10. Acc.

Glamour, 420 Lexington Ave., New York 17. (M-35) Articles of interest to young women 500 up for shorts, to 2,000 for full length pieces; subjects of daily concern with emphasis on specific and helpful material; humorous approach acceptable. Evelyn Harvey. From \$25 for short features. Acc.

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York 17. (M-35) Stories of quality, articles, verse. A book condensation or novelette in each issue. Emphasis on stories with relevance and practical application to the lives of readers rather than fantasy. Non-fiction: investigatory reports, inspirational personal experiences, personality stories of currency and substance. Not especially interested in essays, how-to pieces, or articles proffering advice. Ideas and preliminary research for section, *The Better Way*. Wade H. Nichols, Editor; Bart Sheridan, Managing Editor; James A. Skardon, Articles Editor; Manon Tingle, Fiction Editor; Nina White, *Better Way* Editor. Top rates. Acc.

Harper's Bazaar, 572 Madison Ave., New York 22. (M-50) Literary distinction and vitality determine the selection of poetry, short stories, and articles. Alice S. Morris, Literary Editor. \$200-\$500. Acc.

Home Life, 127 Ninth Ave., N., Nashville 3, Tenn. (M-15) Short stories and feature articles of interest to home and family groups, Christian viewpoint, 750-3,000. Especially needs MSS. slanted to parents of small children; human interest copy on child-rearing. Short poems of lyric quality, human interest and beauty; occasional photos, fillers, cartoons. Joe W. Burton, Editor. 2c. Acc.

Home Modernizing Guide, 530 Fifth Ave., New York 36. (Semi-A-50) Remodeled houses, construction, equipment, heating and air conditioning, how-to features. Varying rates, photos extra. Acc.

House & Garden, 420 Lexington Ave., New York 17. (M-50) Essentially staff-produced but sometimes accepts specialized material in fields of gardening, decorating, food, travel. Mary Roche, Managing Editor. Good rates. Acc.

House & Home, 9 Rockefeller Plaza, New York 20. Limited market for material on outstanding architect-designed homes and housing developments, with first-class architectural photographs. P. I. Prentice. Acc. Query.

House Beautiful, 572 Madison Ave., New York. (M-50) Articles on building, remodeling, decorating, gardening, entertaining, cooking, house maintenance, home furnishing, music, travel, etc., to 2,000, with photos; fillers. Largely staff-written. Elizabeth Gordon, Editor. Varying rates. Pub.

Ladies' Home Journal, Independence Square, Philadelphia 5, Pa. (M-35) Articles 2,000-5,000; short stories 4,000-7,500; serials 50,000-70,000; novelettes 20,000-40,000; short lyric verse; fillers; cartoons. Bruce Gould, Beatrice Blackmar Gould, Editors. Top rates. Acc.

Living for Young Homemakers, 575 Madison Ave., New York 22. (M) Small market for short articles, 1,000-1,500, on how-to-do in home, garden, health, children, etc., sometimes with photos. Edith Brazwell Evans, Editor. Varying rates. Acc.

Mademoiselle, 575 Madison Ave., New York 22. (M-35) Short stories and articles of interest to young women aged 18-30, 1,500-3,500. Betsy Talbot Blackwell, Editor-in-Chief; Cyrilly Abels, Managing Editor, Features; Margarita G. Smith, Fiction Editor. Acc.

Marriage: The Magazine of Catholic Family Living, St. Meinrad, Ind. (M-35) Articles to 2,000 directed to husbands and wives—ambitions, problems, etc. Short fiction, generally on family life. Rev. Raban Hathorn, O.S.B., Editor. 3c. Acc.

McCall's, 230 Park Ave., New York 17. (M-35) Fiction of all lengths: short-shorts, short stories, one-shots, serials. Articles. Herbert R. Mayes, Editor; Margaret Cousins, Managing Editor. First-class rates. Acc.

My Baby Magazine, 302 Fifth Ave., New York 1. (M-free) Articles on baby care and pregnancy subjects to 1,000 with a non-medical slant. Peg Rivers, Editor. 1c-3c. Pub.

National Business Woman, 2012 Massachusetts Ave., N.W., Washington 6, D. C. (M-15) Official publication of the National Federation of Business and Professional Women's Clubs. Articles 1,000-2,000 of special interest to women who earn their own living.

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Light verse. Lucy Rogers Baggett, Editor. \$10-\$45, poems \$2. Acc.

New Homes Guide, 530 Fifth Ave., New York 36. (Semi-A-50) Articles on new houses, building, construction, equipment, heating and air conditioning, finance and insurance. Varying rates, photos extra. Acc.

Parents' Magazine, 52 Vanderbilt Ave., New York 17. (M-35) Articles on children's growth and development, husband-wife family relationships, community activities—1,500-2,500, with special attention to humor. Prefers warm, colloquial style larded with experts' quotes. To query, send one-page introduction plus one-page outline. Mary E. Buchanan, Editor; Margrate Albrecht Gillmor, Articles Editor. Approx. 10c up. Acc.

Popular Gardening, 530 Fifth Ave., New York 36. (M-35) Practical articles for beginners, special features for experienced gardeners, 1,000, with photos. Mary E. O'Brien, Editor, 3c. Acc.

Sunset, Menlo Park, Calif. (M-20) Largely staff-written. Purchases from West Coast contributors only. Western travel, Western homes, Western food, Western crafts, Western gardening, how-to-do-it articles. Acc. Query.

Trailer Life, 8350 Santa Monica Blvd., Los Angeles 46. How-to articles with brief but fully explanatory text concerning handy trailer devices, including gardening, trailer patios, interior painting, knick-knack building; step-by-step series of photos essential. Travel stories. Editor's guide to writers free on request. Robert Lee Behme, Editorial Director. \$50-\$150. Pub.

U. S. Lady, 1835 Jefferson Place, N. W., Washington 6, D. C. (M-35) Short-short stories to 1,500. Articles of special interest to wives of armed services men, to women in the services, to service families traveling. No general interest women's material. Paragraph fillers. Poetry. Cartoons. Photos, Alvadee Adams, Editor. Articles \$5-\$20, fillers and verse \$1-\$3, cartoons \$3-\$5. Pub. Query.

Vogue, 420 Lexington Ave., New York 17. (Semi-M-50) Articles of general interest especially to women, 1,500-2,000; photos. No poetry. Occasional fiction. Jessica Daves, Editor-in-Chief. Good rates. Acc.

The Waifs' Messenger, 1140 W. Jackson Blvd., Chicago 7. Articles 1,000-1,500 inspiring to Catholic families; should deal with child or family problems. Gene Kent, Editor. \$10-\$15 per article, accompanying photos \$2. Acc.

Western Family, 1800 N. Wilton Place, Los Angeles 28, Calif. (M) Topical, timely picture stories about the West—personalities, industry, etc. No fiction, verse, or homemaking material. Good rates. Acc. Query.

Woman's Day, 19 W. 44th St., New York 36. (M-10) Articles on faith, family relationships, child-rearing, understanding and adjustment to life, etc. 1,200-1,800. Contemporary fiction of quality, genuine human interest, romance or humor, 2,500-3,500. No verse. Eileen Tighe, Editor; Betty Finnin, Fiction Editor. No set rate. Acc.

Woman's Life, 11 W. 42nd St., New York 36. (Bi-M-35) Helpful and entertaining articles on all phases of a woman's life, with strong self-application angles. Love, marriage, careers, etc. John J. Green, Managing Editor. Good rates. Acc.

The Workbasket, 543 Westport Rd., Kansas City 11, Mo. (M-15) Articles 750-1,000 on how to do

needle crafts and other home crafts of interest to women, including the making of specific items. Mary Ida Sullivan, Editor. 2c. photos to \$5. Acc.

The Workbench, 543 Westport Rd., Kansas City 11, Mo. (Bi-M-35) Projects and articles in the home workshop, home improvement and home repair fields from the do-it-yourself angle. Illustrated with plans, working drawings, progressive photographs, etc. T. M. O'Leary, Editor. Payment on basis of overall worth of article and illustrations. 2c minimum. Pub.

Young Woman, Press & Television News Co., 166 W. 72nd St., New York 23. Articles for young women, especially teen-agers, on their problems including health, diet, exercise, fashion, makeup, personality. Fillers of 50 words, particularly on news from various sections. Robert E. Fischer, Editor. 1c-3c, photos and cartoons \$3-\$5. Pub.

Your New Baby, Parents' Institute, 52 Vanderbilt Ave., New York 17. (M-give-away through diaper services and infants wear departments) Articles 700-1,500 on baby care and family living by parents or specialists in child care. Fillers. Photos, Verse. Mrs. Maja Bernath, Editor. Articles \$15-\$80, photos \$25. Acc.

Men's Magazines

Adventure Magazine, 205 E. 42nd St., New York 17. (M-25) Short stories 2,000-7,000; short-shorts 1,000-1,800; novelettes 10,000-20,000. Articles 2,000-6,000 on adventure, men at work, sports, science, exploration. Fillers 5-1,000. Cartoons. Photos. Alden H. Norton, Editor. Fiction \$250 up, non-fiction \$150 up. Acc.

Argosy, 205 E. 42nd St., New York 17. (M-35) Strong lead articles of general male interest, controversial or exposé, in fields familiar to men. For secondary material, male action articles including personal adventure stories (present or historical) and outdoor stories of all kinds. One fiction novelette and three short stories per issue; all subjects of interest to men. Cartoons. Henry Steeger, Editor; Alden H. Norton, Executive Editor. Bruce Cassidy handles fiction. Address article queries to Joanne Pavincich. \$350-\$1,000. Acc.

Cavalade, Skye Publishing Co., 16 E. 55th St., New York 22. (Bi-M-35) Articles and first-person adventure and sports stories, 2,000-5,000. Some humor and fiction. Exposé articles. Bill Guy, Editor. Acc.

Cavalier, 67 W. 44th St., New York 36. (M-25) Articles: adventure, exposé, sports, self-help—anything that has both excitement and interest for men. Not buying fiction. Bob Curran, Editor. For promotable lead articles \$750 up, middle-of-the-book articles \$300-\$500, shorts \$50-\$75. Query.

Challenge for Men, 444 Madison Ave., New York 22. (Bi-M-25) Articles 2,500-6,000—adventures, historicals, Westerns, exposés, medical, service stories. No freelance fiction. Phil Hirsch, Editor. Articles \$150 up, photos \$10-\$25. Acc. Query.

The Dude, West Park Publishing Co., 48 W. 48th St., New York 36. (Bi-M) Ultrasophisticated but literary short stories. Off-beat articles of male interest, 1,000-3,000. No sin cities, no straight men's adventure articles. Light, urbane articles springboarding from the boudoir. Bruce Elliott, Editor. 5c-10c. Acc.

Escapade, 1472 Broadway, New York 36. (Bi-M-50) Strong, earthy fiction in the Saroyan, O'Hara, Hemingway vein, 1,250-3,000. Satires, humorous

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Esquire, 488 Madison Ave., New York 22. (M-50) Sophisticated unsentimental and controversial articles, masculine viewpoint; essays, sketches, short stories; cartoons. Arnold Gingrich, Editor and Publisher. Pays according to quality and length. Acc.

Expose for Men, 16 E. 55th St., New York 22. (Bi-M-35) Adventure, exposé, can men, foreign intrigue, 2,000-5,000. Bill Guy, Editor. Acc.

Fling Magazine, 44 E. Superior St., Chicago 11. (Bi-M-50) Fiction 1,000-2,500 strictly adult, trick endings that pay off; basic ideas unusual and off-beat; quality in writing a must. Satire 1,000-2,500, sexy and different but in good taste. Articles 1,000-2,000: controversial; interviews; biography; travel; some sports. Jokes. Sexy cartoons. Arv Miller, Editor-Publisher. \$100 up, cartoons \$25 up, photos \$75 up. Acc.

For Men Only, 655 Madison Ave., New York 22. (M-25) Short stories to 6,000. Articles—first-person and third-person true, rugged, dramatic adventures to 6,000 words. Dramatic profiles of fabulous personalities. Cartoons. Photographs. Noah Sarlat, Editor. To \$500, pictures to \$25. Acc. Query.

The Gent, West Park Publishing Co., 48 W. 48th St., New York 36. (Bi-M) Same requirements as **The Dude**, above.

Hi-Life, 48 W. 48th St., New York 36. (Bi-M-50) Fiction emphasizing adventure or sex, to 3,000. Articles in same categories. Bruce Elliott, Editor. To \$25. Acc.

Impact Magazine, 25 Magma Ave., Superior, Ariz. (M) Top quality fiction and articles for men. First-class photographs. Full-color cartoons. Van Patten, Editor. 5c up.

Male, 655 Madison Avenue, New York 21. (M-25) First-person and third-person adventure stories, colorful personalities, men and provocative women, war adventure, Westerns, documented treasure stories. 5,000-5,500. No fiction. No shorts. No pulp writing. Photo illustrations. Bruce J. Friedman, Editor. To \$750, higher rates for 20,000-word features. Acc.

Man's Conquest, 441 Lexington Ave., New York 17. (M-25) Exciting personal adventure involving "man-against" man, beast, nature, etc. Articles on themes of specific interest to men, 2,500-3,000. Photographic illustrations if possible. No fiction. Jack Hoffman, Editor. \$125 up. Acc.

Man's Illustrated, 441 Lexington Ave., New York 17. (M-35) Male-slanted adventure articles with basis in newsbreak situations; also non-fictional treatment of themes of specific interest to men—2,500-3,000. Photos. No fiction. Jack Hoffman, Editor. \$125 up, open rate for photos. Acc.

Man's Life, 32 W. 22nd St., New York 10. (M-25) Stories to 3,500; should not be too lurid. Articles to 3,000—crime, adventure, sports. Sociological articles of interest to men, such as "The American Man Is No Longer a Male." Cartoons—male slant. Harold Straubing, Editor. Fiction and articles \$150 up, additional for pictures, cartoons \$10. Acc.

Man's Magazine, 444 Madison Ave., New York 22. (M-25) Articles 2,500-6,000: adventures, historicals, true Westerns, exposé, medical, service stories. No freelance fiction. Phil Hirsch, Editor. Articles \$150 up, illustrative photos \$10-\$25. Acc. Query.

Man's World, 655 Madison Ave., New York 21. (Bi-M-25) First-person or "as-told-to" true, rugged, dramatic adventures with photos if possible, to 6,000. Rugged photo stories. Third-person historicals, profiles of fantastic characters. Noah Sarlat, Editor. To \$300, pictures to \$25. Acc. Query.

Man to Man, 21 W. 26th St., New York 10. (Bi-M-35) Red-blooded fiction and non-fiction to 3,000. Contemporary themes preferred, that are readily identifiable by the man in the street. Writing must be direct and fast-paced, and a strong woman interest is a

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Men, 655 Madison Ave., New York 21. Authentic true adventure stories, treasure, Westerns, war stories. colorful personalities, crimes, 5,000-5,500. 20,000-word book-length features. Cartoons with male slant. Photos. No fiction. No shorts. No pulp writing. To \$500, more on book-lengths, cartoons \$15. Acc. Query Bruce J. Friedman.

Man in Adventure, 16 E. 55th St., New York 22. (Bi-M-35) Adventure, war, and outdoor articles to 5,000; picture stories. Bill Guy, Editor. Acc.

Modern Man Magazine, 8150 N. Central Park Blvd., Skokie, Ill. (M-50) Fiction about 2,500; adventure, humor, subjects of interest to men. Articles 1,500-3,000 on hunting, adventure, mechanics, travel, sports, etc., from male standpoint; should be replete with anecdotes and quotes; 15 or more photos whenever possible. Cartoons. Art Arkush, Editorial Director. Varying rates for text, cartoons \$10, photos \$10, \$100 per black and white set, \$150 per color page. Pub. Query.

Mr. Magazine, 21 W. 26th St., New York 10. (Bi-M-35) Sophisticated fiction and non-fiction to 3,000. A wide range of fiction, but stories with man-to-woman relationships preferred. Articles on exotic travel, on jazz musicians, on up-and-coming female entertainers, and on getting along with and understanding women. Writing should be direct, fast-paced and in good taste. May be humorous in mood. Everett Meyers, Editor. \$50-\$75. Pub.

Nugget, 545 Fifth Ave., New York 17. (M-50) Stories 1,000-4,000, clever and/or off-beat with strong writing and plots to appeal to an adult male audience. Factual, readable articles 1,000-3,000 on travel, sports, entertainment, personalities, business, modern living or any other subject of interest to the younger man. Intelligent opinion and essays 1,000-3,000 on controversial (but non-political) aspects of contemporary culture. Photographs. Cartoons. A very few fillers. George Wiswell, Editor. Text \$75-\$500, cartoons \$20-\$100, photos \$20-\$400. Acc.

Playboy, 232 E. Ohio St., Chicago 11. (M-50) Short stories 5,000; short-stories 800-1,500; novelettes 10,000-15,000. Essays and articles 2,500-5,000. Cartoons. Photos. Material must be of special interest to sophisticated young male readers. High quality, including charm of style, essential. Ray Russell, Executive Editor, receives fiction; Jack J. Kessie, Associate Editor, reads non-fiction. \$2,000 for principal fiction story in issue; \$1,000 minimum for other fiction with short-stories only exception; article rates the same. Acc.

Rogue, P. O. Box 230, Evanston, Ill. (M-35) Fiction and articles 2,000-5,000—offbeat; sophisticated pieces; personality articles. Extensive market for cartoons—line or wash. Photos—black and white and color—to illustrate articles, also boudoir type cheesecake. William L. Hamling, Editor. 5c up, cartoons \$15 up, color photo features to \$500. Acc.

Saga, 205 E. 42nd St., New York 17. (M-25) True adventure stories for men. All subjects. Narrative strength of first importance. Profiles of adventurous men, preferably in news today, a good bet. Sagas of the past always sought. Picture stories. True humor. Photos. Cartoons. Fillers. Ed Fitzgerald, Editor. Feature rates \$150-\$500, fillers \$5-\$50. Acc.

Savage, 25 W. 53rd St., New York 19. (Bi-M) True stories to 5,000 with emphasis on excitement,

violence, danger preferably with unusual backgrounds; mostly war adventures. No fiction. Michael Avallone, Editor. 2c up. Acc.

Short Stories for Men, 501 Fifth Ave., New York 17. (Bi-M-35) All types of adventure stories to 15,000; original plots and mature writing. Sylvia Kleinman, Editor. 1c. Acc.

Sirl, 21 W. 26th St., New York 10. (M-25) Short stories 1,500-1,800. Short-stories. Articles on anything of interest to men—metaphysical, weird, exposés. Cartoons. Photos. Adrian B. Lopez, Editor. \$50-\$75 an article, pictures \$5-\$7.50. Acc. Query.

Sportsman Magazine, 655 Madison Ave., New York 22. (Bi-M-35) Noah Sarlat, Editor. Inventory full for a while.

Stag, 655 Madison Ave., New York 22. (M-25) Chiefly first-person and third-person true adventure pieces of all types, 4,000-6,000. Picture stories. Fiction. Dramatic profiles of fabulous characters. Noah Sarlat, Editor. Up to \$500. Acc.

Swank Magazine, 655 Madison Ave., New York 22. (Q-35) Full inventory; not now buying.

True, 67 W. 44th St., New York 36. (M-35) Factual stories of interest to men. Basic lengths: 750, 1,500, 2,500-3,500, 5,000, 10,000, 18,000. Needs particularly personality profiles, stories of current interest and news value, fact crime, short pieces. Also first-person adventure; great adventure stories, historical. No fiction. Douglas S. Kennedy, Editor. \$1,000 up for a full-length 5,000-worder running in all editions; top rates on all material. Acc.

True Men Stories, 1790 Broadway, New York 19. (Bi-M-25) Some requirements as **Man's Life**, above. Seeking also feature columns and cartoons.

Confession Magazines

Confidential Confessions, 23 West 47th St., New York 36. (M-15) Dramatic first-person stories with hit-home marriage and courtship problems. Shorts from 2,500 to 6,500; novelettes to 10,000. Rose Wyn, Editorial Director; Shirley Brownrigg, Senior Editor. To 3c. Acc.

Daring Romances, 23 West 47th St., New York 36. (M-15) Realistic first-person marriage and courtship stories with emphasis on man-woman problems. Strong emotional tone. Shorts 2,500-6,500; novelettes to 10,000. Rose Wyn, Editorial Director; Shirley Brownrigg, Senior Editor. To 3c. Acc.

Intimate Story, 295 Madison Ave. New York 17. (M-25) First-person stories of serious love conflict or problem situations with realistic, everyday characters 5,000-8,000; novels, 10,000. Teen-age romance and marriage stories welcome. Lillian Smith, Editor. 3c. Pub.

Modern Romances, 750 Third Ave., New York 17. (M-15) First-person real-life stories. Also short articles 400-1,000, dealing with parenthood, young mothers with small children, pregnancy, and post-natal health. Articles carry bylines. Henry P. Malmgreen, Editor. 4c and 5c. Acc. Address Mr. Malmgreen for story contest rules.

My Love Secret, 535 Fifth Ave., New York 17. (Bi-M-15) For requirements see **Real Romances**, below.

Personal Romances, 295 Madison Ave., New York 17. (M-25) First-person romances, young heroes and heroines, with strong emotional problems logically worked out, 3,000-10,000. Hilda Wright, Editor. 3c up. Pub.

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True Experience, 205 E. 42nd St., New York 17. (M-20) First-person true stories of emotional experiences. To 10,000. Especially seeking stories, and story-articles 3,000-5,000. F. Gould, Editor. 3c-5c. Acc.

True Life Secrets, Charlton Publications, Charlton Bldg., Division St., Derby, Conn. (Bi-M-25) Stories of romantic nature (sexy but not violent) approximately 3,000. Humorous, satirical, and general interest articles with feminine slant, 1,000-1,500. Photographs in series. Joseph R. Tendler, Editor. Stories \$50, photos \$100 per series. Acc.

True Teen Romances, Charlton Publications, Charlton Bldg., Division St., Derby, Conn. (Bi-M-25) Same requirements as **True Life Secrets**, above, except that material should be directed to teen-agers.

True Romance, 205 E. 42nd St., New York 17. (M-20) First-person short stories 4,000-6,000, \$250; novelettes 10,000, \$375; short-stories 2,000-3,500, up to \$250. F. Gould, Editor. Acc.

True Story, 205 E. 42nd St., New York 17. (M-25) First-person, well characterized, with reader identification and vital interest. Stories to 7,000; novelettes 9,000; double-lengths 11,000. Nina Dorrance, Editor. Surprise-ending short-stories \$100, average-length stories \$250-\$300, novelettes \$400, double-lengths \$500. Acc.

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Official Detective, 400 N. Broad St., Philadelphia 17. Pa. (M-25) True detective crime-detection stories 5,000-7,000; photos. Philip Weck, Editor. 3c up. Acc.

Police Detective, 16 E. 55th St., New York 22. (Bi-M-35) Articles 2,500-3,000 on crime, rackets; unusual crime stories; also shorts 250-1,000 on similar subjects. Exposé and confession-type articles emphasized. Contemporary murder cases preferred. Bill Guy, Editor. Acc.

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True Detective, 206 E. 43rd St., New York 17. (M-25) Suspenseful current true detective crime stories with actual photos, with or without official byline, about 5,000; double-length features 8,000-10,000. Must be fully documented as to legal safety. Detective and crime shorts and fillers, 100-1,500. R. F. Buse, New York 17. (Bi-M-25) Detective cases 3,000, with Editor. About 4c, depending on length, merit of case, and handling of copy. Photos \$7.50. Acc. Query before submitting copy. Send corroborating news clips or other authentication with MSS.

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The Saint Mystery Magazine, 320 Fifth Ave., New York 1. (M-35) Stories 1,000 up of any type dealing with crime. Emphasizes quality. Uses some reprints, chiefly by big names. Hans Stefan Santesson, Editor. 1c. Month before pub.

Science Fiction, Fantasy

Amazing Science Fiction Stories, 1 Park Ave., New York 16. (M-35) Action, science-fiction short stories 1,000-5,000; novels 40,000. C. Goldsmith, Editor. 1c up. Acc.

ASTOUNDING Science Fiction, 304 E. 45th St., New York 17. (M-35) Science short stories to 8,000, novelettes 10,000-20,000; serials 30,000-100,000. Articles on recent science developments; query. John W. Campbell, Jr., Editor. 3c up. Acc.

Fantastic, 1 Park Ave., New York 16. (M-35) Fantasy stories 1,000-20,000. C. Goldsmith, Editor. 1c up. Acc.

Fantastic Universe, 320 Fifth Ave., New York 1. (Bi-M-35) Stories 1,000-10,000—science fiction as well as fantasy. Articles chiefly on assignment. Hans Stefan Santesson, Editor. 1c. Month before pub.

Fantasy and Science Fiction, 527 Madison Ave., New York 22. (M) Quality science fiction and fantasy 500-20,000, occasionally longer. Uses some reprints. Robert P. Mills, Editor. 2c, first North American and foreign serial rights only; reprints 1c. Acc.

Fate Magazine, 845 Chicago Ave., Evanston, Ill. (M-35) Articles under 3,000 on psychic, unusual, unexplained happenings. 2c. "True Mystic Experiences" and "Survival" department stories, about 250 words, \$5 each. Mary Fuller. Pub.

Galaxy Magazine, 421 Hudson St., New York 14. (Bi-M-50) Short-shorts 2,000-3,000; short stories to 5,000; novelettes 7,000-10,000; novellas 15,000-18,000; serials 30,000-65,000. (**Galaxy Science Fiction Novels**—bimonthly paper-bound reprints—are completely separate from **Galaxy Magazine**.) Exclusively quality science-fiction slant. No poetry, cartoons, articles, or fillers. H. L. Gold, Editor. 3c up. Acc.

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Vol. 59, No. 7

JULY, 1959

Current Economic Boom Slated to Continue; Now Is the Time to Publish

All signs point to a continuation, through 1960 at least, of the current wave of high employment, high wages and general prosperity. Now, therefore, is the time to arrange for the publication of your book, when public buying power is strong. Also, with inflation still active, the cost of publishing will undoubtedly move up in the coming months. Don't hesitate—send us your manuscript now for our free editorial report.

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- Special circulars to Florida bookstores and libraries.
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- Over 10,000 special circulars provided to occult book dealers.
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- Mail order campaign to neurosurgeons on Dr. Ernest Sachs' *Fifty Years of Neurosurgery*.
- Special mailing on Nita Parks' *How To Win A Fortune*.
- Direct mail campaign on Dr. Daniel Shea's *A Handbook on Mental Illness for the Catholic Layman*.
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Another Important Church Group Chooses Vantage Press to Publish Its Story



Dick Grout and Bob Friend of the Pittsburgh Pirates' baseball team pose with Gladys C. Green, author of *THREE WOMEN OF TREMBLANE*. Mrs. Green also had an autograph party at Rich's Department Store, Atlanta, Ga.

Canadian Executives Visit Vantage Press to Discuss Sales

In an effort to improve and expand Canadian sales of *Vantage* books, a meeting was held recently in New York between executives of *Vantage Press* and W. Foulsham & Co., Toronto.

R. A. Fry, President of Foulsham, said: "We are eager to place *Vantage* books in every important Canadian center, and will work closely with the company to achieve that goal." Mr. Fry was accompanied by George Kelly, Vice-President.

One result of the meeting was that *Vantage* will supply Foulsham with special circulars featuring Canadian books, and these books will be automatically shipped to the company upon publication. A fast seller in Canadian markets right now is J. P. Bertrand's *Highway of Destiny*; Foulsham has taken about 1000 copies of this title.

Assemblies of God book to be published soon

After almost a year of planning, *Vantage Press* is about to publish *The Assemblies of God: A Popular Survey*, by Irwin Winehouse. This significant volume tells the exciting story of one of the world's most important churches, with over 1,000,000 members scattered throughout the globe.

The Assemblies of God: A Popular Survey is the third in *Vantage's* series on "Religions in America." The other two were *Seventh-Day Adventists: Faith in Action*, by David Mitchell, and *Jehovah's Witnesses: A New World Society*, by Marley Cole.

Cole's book became a nation-wide best seller in 1955 with a sale of almost 100,000 copies. The book appeared on many best-seller lists, and was featured on the New York Times' list for six weeks.

Winehouse's book on *The Assemblies of God* is the first authenticated study of this dynamic, fast-growing church. It is a colorful, popularly written work with thirty-five half-tone illustrations featuring the world-wide activities of the members. The book will be distributed by general bookstores.

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